

READY TO  
*refresh*

LCBO

Trade Copy



**PERIOD 13 MARKETING & PRODUCT GUIDE**

FEB 26 - MAR 25, 2023

# Period 13

## Marketing & Product Guide

Participating DONE			Participating DONE		
<input type="checkbox"/> <input type="checkbox"/>	What's New For Period 13	2	<input type="checkbox"/> <input type="checkbox"/>	Display Program Case Savings Wines Block Pile	37
<input type="checkbox"/> <input type="checkbox"/>	P11-13 Aeroplan Signage	3	<input type="checkbox"/> <input type="checkbox"/>	Enhanced Display Glendalough (FSL-A)	38
<input type="checkbox"/> <input type="checkbox"/>	Name Badge Stickers	10	<input type="checkbox"/> <input type="checkbox"/>	Enhanced Display 19 Crimes (FSL-B)	39
<input type="checkbox"/> <input type="checkbox"/>	P11-13 Ready To Refresh Signage Gallery	11	<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (MD) Middle Nesting Table/Celebration Fixture	40
<input type="checkbox"/> <input type="checkbox"/>	Food & Drink	17	<input type="checkbox"/> <input type="checkbox"/>	Period 13 End Aisles	42
<input type="checkbox"/> <input type="checkbox"/>	Store Layout	18	<input type="checkbox"/> <input type="checkbox"/>	Beer Excitement Zone	51
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (FF - FFA-A) Feature Fixture	19	<input type="checkbox"/> <input type="checkbox"/>	Ontario Craft Beer End Aisle	53
<input type="checkbox"/> <input type="checkbox"/>	New & Seasonal Fixture	21	<input type="checkbox"/> <input type="checkbox"/>	Ontario Wines	54
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS-BSE) Entrance Table	23	<input type="checkbox"/> <input type="checkbox"/>	Vintages	56
<input type="checkbox"/> <input type="checkbox"/>	Spirits (MI-A) Mini Thematic A	25	<input type="checkbox"/> <input type="checkbox"/>	Flex Space	60
<input type="checkbox"/> <input type="checkbox"/>	Wines (MI-B) Mini Thematic B	26	<input type="checkbox"/> <input type="checkbox"/>	Front End Merchandiser	63
<input type="checkbox"/> <input type="checkbox"/>	Beer (MI-C) Mini Thematic C	27	<input type="checkbox"/> <input type="checkbox"/>	Top Picks Impulse Displays	65
<input type="checkbox"/> <input type="checkbox"/>	Brand Spotlight (BS - BSF) Front Nesting Table	28	<input type="checkbox"/> <input type="checkbox"/>	The Cold Room Spirits Display (CM)	66
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBA) Block Pile A	33	<input type="checkbox"/> <input type="checkbox"/>	Turn 3 Wine Fridge	67
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBB) Block Pile B	34	<input type="checkbox"/> <input type="checkbox"/>	On Shelf	68
<input type="checkbox"/> <input type="checkbox"/>	Display Program (BP-SBC) Block Pile C	35	<input type="checkbox"/> <input type="checkbox"/>	Sold Space Worksheets	70
<input type="checkbox"/> <input type="checkbox"/>	Display Program (XBP) Block Pile D	36			

# WHAT'S NEW FOR PERIOD 13



## Promotional Programs

**Feature Fixture A:** Earn Points & Save On Spirits

**New & Seasonal:** Earn Points & Save On Spirits

**Entrance Table:** Citrus & Cola Highball

**Mini Thematic A:** Women in Spirits

**Mini Thematic B:** Host Gifts Under \$25

**Mini Thematic C:** Local Ciders

**Front Nesting Table:** Premium & Standard Flights

**Middle Nesting Table:** Premium Italian Wines

**Block Pile A:** St. Paddy's Day Beer

**Block Pile B:** Flavourful Ready to Drink Sippers

**Block Pile C:** Aeroplan

**Block Pile D:** NFL

Spring Food & Drink

Case Savings Wines Block Pile

Enhanced Display - Glendalough (FSL-A) | 19 Crimes (FSL-B)

Aeroplan Offers & Shelf Talkers

Aeroplan Name Badge Stickers

EA 1-4 & 10 End Aisle Backer Cards and Blade Signs

Front End Merchandiser

Top Picks Impulse Display

The Cold Room Spirits Display

P12-P2 Wine Fridge

On Shelf



## Wine Programs

**ON1:** Go Local

**ON2:** Our Buyer's Pick (VOA)

Flex Space

## Beer Programs

Beer Excitement Zone

Craft Beer Imported Shelf Talkers

## Vintages Programs

Essentials On Offer End

Wines of the Month End

LTO/Aeroplan Program

Our Buyer's Pick

## Unchanged from P12. Refer to the P11/12 MPG for more details.

P11-13 Exterior Banners, Window Show Cards, Transparencies

P11-13 Generic Backer Cards

P11-13 Beer Branded Ends

Craft Beer Imported Shelf Talkers

Staff Picks

# P11-13 Aeroplan SIGNAGE

The Aeroplan loyalty program is a key initiative for LCBO and as such will be supported in all LCBO channels, including stores. The participating products and Aeroplan offers will change every period promotional Period.

## Key Dates: Period 11-13 (January 1 - March 25, 2023)

### Participating Stores

All Stores

### Signage Components & Merchandising Instructions

Components	Image (example only)
<p><b>Period 11-13 Aeroplan Exterior Banners</b></p> <ul style="list-style-type: none"> <li>Continue to display the Aeroplan Exterior Banner in the placement outside the store.</li> </ul>	
<p>ENG (Re-order# 23P11-EB3) / BIL (Re-order# 23P11-EB4)</p>	
<p><b>Period 12-13 Generic End Aisle Backer Card</b></p> <ul style="list-style-type: none"> <li>Install the generic backer card on end aisles with Aeroplan offers.</li> </ul>	
<p>ENG/BIL (Re-order# 23P12-BC-GEN5)</p>	
<p><b>Period 12-13 Seasonal Banner Insert</b></p> <ul style="list-style-type: none"> <li>Continue to display the P12-13 Aeroplan seasonal banner insert.</li> </ul>	
<p>ENG (Re-order# 23P12-SB1) / BIL (Re-order# 23P12-SB2)</p>	

## Signage Components & Merchandising Instructions

### Components

### Image (example only)

#### Operational Aeroplan Bin Tag Pop-Out

- Install 2x2 Pop-out in the bin tag channel adjacent to the Aeroplan Bonus Point shelf talker for products with Aeroplan Bonus Point Offers.
- Ensure the old 2x2 Perpendicular Shelf Talkers are removed at the time of installation of the new signage solution.



ENG (Re-order # 23OP-AP20) / BIL (Re-order # 23OP-AP21)

#### Operational Aeroplan In-section Perpendicular Shelf Talker

- Perpendicular shelf talkers should be installed in-section - throughout the store, using a perpendicular shelf clip (PSTC201404). Shelf Talkers should be installed every 12' on each gondola run.



ENG (Re-order# 23OP-AP14) / BIL (Re-order# 23OP-AP15)

#### Operational Aeroplan Aeroplan Front Door Decal

- Continue to display the 8x8 decal on the left side of the second door.



ENG (Re-order# 23OP-AP10) / BIL (Re-order# 23OP-AP11)

#### Operational Aeroplan Aeroplan Cash Desk Decal

- Continue to display the Aeroplan decal on the Cash Counter.



ENG (Re-order# 23OP-AP12) / BIL (Re-order#23OP-AP13)


#### Period 13 Aeroplan Shelf Talkers

- Install the Aeroplan shelf talkers in-section and on applicable displays.



ENG/BIL (Re-order # AIM-23P13-ANS)

## Bundled Aeroplan Offers

Promo Code	LCBO#	Description	Size (mL)	Other Promotions
<b>Buy one of each SKU and receive 120 Aeroplan Points</b>				
LB	21969	Longshot Pinot Noir	750	
	633347	Longshot Cabernet Sauvignon	750	
<b>Buy one of each SKU and receive 50 Aeroplan Points</b>				
LB	22302	Barefoot Fruitscato Peach	750	
	22303	Barefoot Fruitscato Strawberry	750	
<p><b>Offer 1:</b> Buy any 500 mL Martini Vermouth (253906 or 215418) + 1 of the 3 spirit options (95935, 217281 or 492520) and receive 100 Aeroplan Points</p> <p><b>Offer 2:</b> Buy any 1000 mL Martini Vermouth (215343, 253914 or 218040) + 1 of the 3 spirit options (95935, 217281 or 492520) and receive 130 Aeroplan Points</p>				
LX	253906	Martini Dry Vermouth White	500	Flex Space (FSC) Europe - Italy/SE "Vermouth For Classic Cocktails" 
	215418	Martini Sweet Vermouth Red	500	
	215343	Martini & Rossi Sweet Vermouth Red	1000	
	253914	Martini Dry Vermouth White	1000	
	218040	Martini Bianco Vermouth	1000	
	95935	Grey Goose Vodka	750	
	217281	Bombay Sapphire	1140	
	492520	Bacardi 8	750	

## Period 13 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
42	Canadian Club Premium	750	100	
67	Smirnoff Vodka	750	50	
463	Canadian Club Premium	375	100	
935	Captain Morgan White Rum	750	60	
1040	Gordons Gin	750	60	
1222	Wiser's Special Blend	750	50	
2089	Lamb's Palm Breeze	750	50	
2360	J & B Rare	750	60	
6395	20 Bees Cabernet Merlot VQA	750	40	
7617	Chivas Regal 12 Year Old	750	110	
8599	Bell's Original Scotch Whisky	750	50	
10212	Kahlua Coffee Liqueur	375	30	
12197	Five Farms Single Batch Irish Cream Liqueur	750	150	
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	120	
13602	Tavarnello, Sangiovese Cabernet	750	40	
14400	Coors Original	6 × 473	80	
14534	Twisted Tea Peach	473	10	
15152	Rodenbach Classic	500	26	
15282	18.8 Vodka	750	75	
15436	Schneider Aventinus	500	5	
16180	Carlo Pellegrino, Marsala Superiore	750	40	
16549	Rumchata Limon	750	60	
16551	Olmecca Altos Tequila Reposado	750	100	
16608	Aviation Gin	375	50	
16833	Goldschlager	750	120	
17465	Mount Gay Black Barrel Double Cask Blend	750	200	
18224	Vodkow Cream	750	140	
18877	Cabot Trail Maple Cream	1140	75	
19515	Absolut Watermelon	750	50	
19540	Howitzer Canadian Whisky	750	100	
19749	Teremana Blanco Tequila	750	100	
19750	Teremana Reposado Tequila	750	125	
20710	Duca Di Saragnano Chianti Governo	750	25	\$1.00
21159	New Amsterdam Pink Whitney Vodka	375	25	
22017	Smirnoff Vodka (P.E.T)	750	50	
22195	Fresco Di Masi Bianco	750	100	
22196	Fresco Di Masi Rosso	750	100	
22877	Cala Rey Tempranillo-Syrah	750	50	
22951	Evan Williams 1783	750	100	
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5	
24325	Canadian Club & Ginger Ale	473	10	
24369	Nude Pink Lemonade	355	10	
24437	Sailor Jerry Spiced Rum	1750	300	

## Period 13 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
24809	Truly Strawberry Lemonade	473	10	
24957	Dr. McGillicuddy's Coffee	750	100	
25100	Dixon's Wicked Citrus Gin	750	100	\$3.00
25462	Mindful Rosé VQA	750	40	
26577	Duval-Leroy Brut Nv Reserve	750	150	
27001	Masi Modello Prosecco Doc Brut	750	100	
27128	Flat Roof Manor Pinot Grigio	750	95	
27386	Franzia Cabernet Sauvignon Bib	3000	150	
27561	Laneway No. 11 Gin	750	110	\$5.00
27604	Dixon's Silver Creek Vodka	750	100	
27647	Cloud House Cold Brew Infused Colombian Rum	750	75	
27919	XOXO Sauvignon Blanc Light	750	50	
28061	Keep Calm & Thrive Cabernet Sauvignon	750	40	\$1.00
28062	Keep Calm & Laugh Pinot Grigio	750	40	\$1.00
28793	Deschutes Fresh Hazy IPA	473	5	
28803	Misterio Malbec	750	50	
29507	Folonari Pinot Grigio Delle Venezie Doc	375	50	
30282	18.8 Gin	750	75	
31062	Ruffino Orvieto Classico Doc	750	25	
31112	Grant's Triple Wood Blended Scotch Whisky	750	150	
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	80	
35840	Zubrowka Bison Vodka	750	170	
38505	Smirnoff Vodka (P.E.T)	1750	120	
49726	Yukon Jack	750	120	
53082	Alberta Pure Vodka (P.E.T)	1750	200	
57133	Santa Carolina Carmenera Reserva	750	50	
59311	>Seven Deadly Zins Old Vine Zinfandel	750	120	
61374	Bushmills Black Bush	750	100	
63826	Wayne Gretzky Chardonnay VQA	750	45	
64287	Cono Sur Bicicleta Viognier	750	100	
90860	Kittling Ridge Kingsgate Reserve Apera	750	20	
112672	Wiser's Special Blend (P.E.T)	1750	120	
114967	Finlandia Vodka	1750	250	
119743	Jack Daniel's Tennessee Whiskey	375	50	
131490	Muskoka Cream Ale	473	10	
133439	Captain Morgan White Rum (P.E.T)	1750	120	
165308	Colio Extra Dry White	1500	125	
166090	Jack Daniel's And Cola Tall Can	473	20	
173559	Tequila Don Julio Reposado	750	180	
187088	PJ's Original Cream (Panama)	750	40	
191239	Grahams Late Bottled Vintage Port	750	75	
191866	Pknt Cabernet Sauvignon Reserve	750	95	
192922	Seagram's 83	1140	300	



## Period 13 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
212282	Luksusowa Vodka	1140	200	
217166	Gordons Gin	1140	75	
225250	Stoli Vodka	1140	100	
230821	Cupcake Chardonnay	750	80	
231571	Seagrams 83 (P.E.T)	1750	400	
237644	Frisky Zebras Seductive Shiraz	750	85	
238964	Sogrape Grao Vasco Dao	1500	100	
240135	Lamb's Navy Rum (P.E.T)	1140	75	
240143	Lamb's Classic White Rum (P.E.T)	1140	75	
240150	Polar Ice Vodka	1140	90	
244186	Collingwood Whisky	750	160	
258954	Spicebox	750	100	
270017	Jacob's Creek Reserve Chardonnay	750	80	
279539	Seagram Cider	473	10	
284943	>Francis Coppola Sofia Rosé	750	50	
296889	Birra Moretti	500	26	
301507	Wente Southern Hills Cabernet Sauvignon	750	150	
305607	Seagrams 83	750	200	
311910	Canadian Club Classic 12 Year Old	375	100	
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100	
326025	Basil Hayden Straight Bourbon	750	200	
330803	Bowmore 12 Year Old Islay Single Malt	750	250	
339895	Waterloo IPA	473	10	
359257	Ravenswood Vintners Blend Old Vine Zinfandel	750	75	
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	100	
363770	Ketel One Vodka	1140	90	
369009	Pinnacle Vodka	750	100	
369793	Mount Gay Eclipse Rum	750	125	
369819	Mount Gay Eclipse Rum	1750	200	
382713	Nederburg Sauvignon Blanc	750	100	
383885	The Show Cabernet Sauvignon	750	100	
391177	Sipsmith London Dry Gin	750	250	\$2.00
396671	360 Double Chocolate Vodka	375	40	
397539	Boodles Gin	750	120	
398776	Fireball Whisky Shooter	375	80	
401307	Maestro Dobel Tequila	750	150	
403519	Crown Royal Apple	750	80	
413294	Grey Goose Le Citron	750	75	
417261	Hendrick's Gin	375	60	
419770	>Wines Of Substance Cabernet Sauvignon	750	150	
427328	Long Weekend Cabernet VQA	750	40	
441576	McGuigan Black Label Pinot Grigio	750	85	
447953	Fireball Whisky Shooter	750	120	

## Period 13 Aeroplan Offers

LCBO#	Description	Size (mL)	Aeroplan Offers	Aerosave Offers (APP + LTO)
452615	Herradura Reposado Tequila	750	500	
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	100	
465484	Toki	750	300	
470062	Yalumba Y Series Viognier	750	60	
478222	Laphroaig Select	750	250	
491803	Southern Comfort (P.E.T)	375	80	
492207	Rodenbach Grand Cru	330	24	
493254	Roscato Rosso Igt Provincia Di Pavia	750	30	
510008	Luxardo Sambuca Dei Cesari	1140	100	
515205	St Germain Elderflower Liqueur	200	40	
517904	Wiser's Special Blend Canadian Whisky	750	50	
531400	Estrella Damm	500	25	
535344	Santa Carolina Cabernet Sauvignon	750	50	
535641	Vicente Faria Animus Douro, Do	750	100	
541607	The Sexton Single Malt Irish Whiskey	750	200	
545210	Plantation 3 Star White Rum	750	100	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	150	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	90	
550749	Absolut Mandrin	750	50	
561381	Pelee Island Pinot Grigio Bag In Box	3000	250	
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100	
600163	Tanqueray No. Ten Gin	750	90	
602615	Angus The Bull Cabernet Sauvignon	750	100	
605964	O'Darby's Irish Cream Liquor	1140	75	
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50	
620583	Dragani Pinot Grigio Trebbiano	2000	40	
633305	Woodbridge By Robert Mondavi Chardonnay	1500	50	
633677	McGuinness Creme De Menthe Green	750	50	
636092	Gordon's Pink Gin	750	60	
638221	Josh Cellars Merlot	750	100	
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	30	

# NAME BADGE STICKERS

## Overview

Encourage all team members to engage customers with our Aeroplan promotions by wearing the sticker on their name badge. An easy way to ask customers “Are you aware of our great Aeroplan bonus offers going on in store currently”. The name badge stickers are designed to be affixed to existing name tag and hangs down about 1.5”.

## Key Dates

**Aeroplan:** February 12 - March 25, 2023

## Participating Stores

All Stores

## Signage Components

- Aeroplan Name Badge Stickers ENG (Re-order # 23P12-NT1) / BIL (Re-order # 23P12-NT2)



Aeroplan Name Badge Stickers  
Install Dates: Feb 12 - March 25, 2023

# P11-13 Ready to Refresh SIGNAGE GALLERY

Are you trying to make lighter choices this year with lower sugar options? Make an evening memorable while reaping the rewards of impressive savings and offers? Maybe you're planning your menu for a special occasion and want to know that you're getting the most out of your budget.

Any of these moments, whether they're yours today, or someday in the future, are shaped by what you care about. We understand the desire to seek out options that resonate with you, and at the LCBO, it's easy to make choices that reflect what matters most to you in any moment, big or small.

It all leads back to one perfect choice, one that upholds your core values and flavour as an individual.



## Signage Ship Date

The Period 13 signage components will be shipped to stores beginning **February 17, 2023**.

Period 13 Signage components will be available for re-order using their corresponding re-order numbers on the Monday after promotion start.

If a sign component is missing or damaged, please call Customer Care Retail Field Store Support: 416-864-6787 or email [retailfield@lcbo.com](mailto:retailfield@lcbo.com) and quote the re-order number provided in this guide. Please have a copy of this Marketing & Product Guide on hand for reference.

## Music CD Reorder# AIM-23P13-MUSIC-CD | Music USB Reorder# AIM-23P13-MUSIC-USB

We would like to hear your comments about this Period's music. Please provide your feedback to Customer Care Retail Field Store Support.

Signage is to remain in place for the duration of P11-13

## Exterior Banners

Dimensions: 28" w x 45" h

Install: Exterior on building

### PRIORITY OF EXTERIOR BANNERS:

- 1 Ready to Refresh
- 2 Aeroplan Rewards
- 3 Same Day **OR** Generic Ecomm - Depending on the service offered in that location.
- 4 Repeat Thematic Banner: Ready to Refresh



#### 1 Ready to Refresh

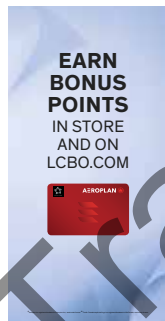


Re-order#  
23P11-EB1  
(English)



Re-order#  
23P11-EB2  
(Bilingual)

#### 2 Aeroplan Rewards

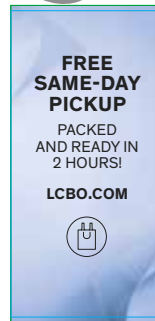


Re-order#  
23P11-EB3  
(English)



Re-order#  
23P11-EB4  
(Bilingual)

#### 3 Same Day



Re-order#  
23P11-EB5  
(English)



Re-order#  
23P11-EB6  
(Bilingual)

#### Generic Ecomm



Re-order#  
23P11-EB7  
(English)



Re-order#  
23P11-EB8  
(Bilingual)

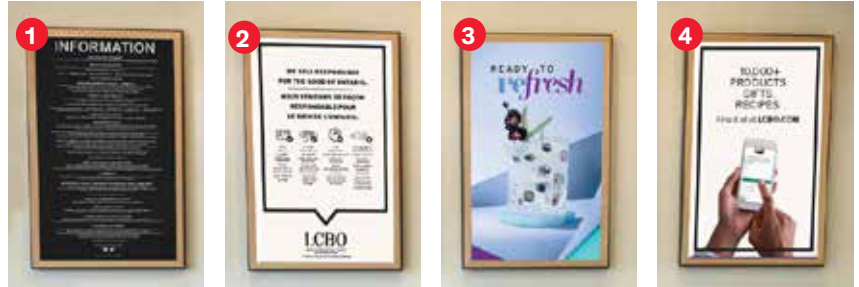
Signage is to remain in place for the duration of P11-13

## Window Show Cards

Dimensions: 28" w x 45" h

Install: In the Show card frame.

### PRIORITY OF WINDOW SHOW CARDS (based on the number of frames available)



- 1 Information Board (Operational) Install in the show card frame closest to the office.
- 2 Responsible Service (Operational) Install in the vestibule if there are 2 show card frames in that location.
- 3 Ready to Refresh (Seasonal Thematic) Install in the vestibule.
- 4 Same Day **OR** Generic Ecomm (Operational - not both) Depending on the service offered in that location.

Note: Any additional frames should display Seasonal Thematic show cards.

#### 1 Information Board



Re-order# 22OP-INFOB  
(English + Bilingual)

#### 2 Responsible Service



Re-order# 22OP-RSP1  
(Bilingual)

#### 3 Seasonal Thematic



Re-order# 23P11-WS1  
(English + Bilingual)

#### 4 Same Day



Re-order# 22OP-SD16  
(English + Bilingual)

#### Generic Ecomm



Re-order# 22OP-SC2  
(English + Bilingual)

# Signage is to remain in place for the duration of P11-13

## Transparencies

### Perimeter Transparency Horizontal

Vendor installed



Ready to Refresh ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Perimeter Transparency Square

Vendor installed



Ready to Refresh ENG/BIL

Image



eCOMM ENG/BIL

Same Day Pickup ENG/BIL

### Perimeter Transparency Vertical

Vendor installed

#### Small Vertical Transparencies



Ready to Refresh  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

#### Medium Vertical Transparencies

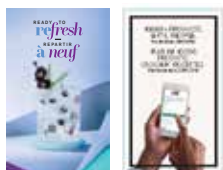


Ready to Refresh  
ENG/BIL

eComm  
ENG/BIL

Same Day Pickup  
ENG/BIL

#### Large Vertical Transparencies



Ready to  
Refresh BIL

eComm  
BIL

## Backlit Tasting Bar Insert

Dimensions: 21 15/16 "w x 32 9/16 "h

Install: In the frame on the portable Tasting Bar.



ENG Re-order #23P11-TB1  
BIL Re-order #23P11-TB2



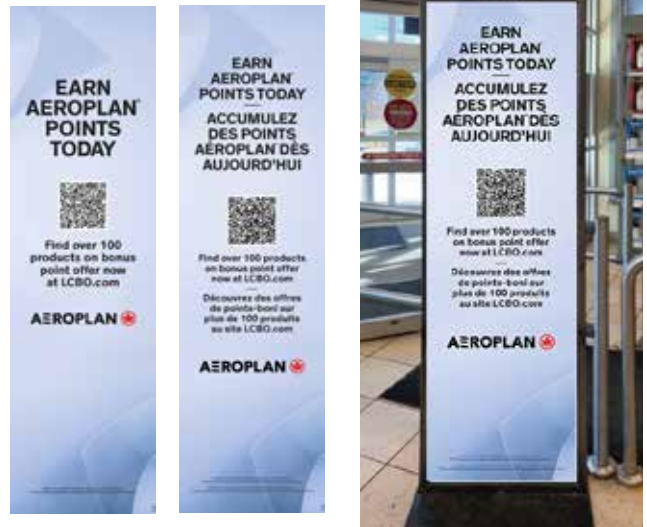
# P12-13 Seasonal Banner Insert

Dimensions: 20" w x 70" h

Install: In the Metal Hero Banner Stand (store entrance).

ENG Re-order #23P12-SB1

BIL Re-order #23P12-SB2

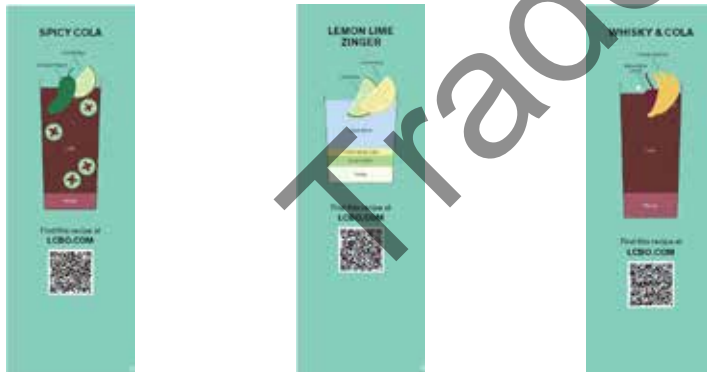


**NEW**

# P13 EA1, EA2, EA4 Blade Signs

Install: Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.

**Note:** Remove the Period 12 EA1, EA2, EA4 blade signs and replace with the new Period 13 versions.



EA1 Spicy Cola

ENG (Re-order # 23P13-BS1)  
BIL (Re-order # 23P13-BS5)

EA2 Lemon Lime Zinger

ENG (Re-order # 23P13-BS2)  
BIL (Re-order # 23P13-BS6)

EA4 Whisky & Cola

ENG (Re-order # 23P13-BS4)  
BIL (Re-order # 23P13-BS8)





**NEW**

# P13 End Aisles 1-4 & 10 Backer Cards

**Note:** Remove the Period 12 EA 1-4 & 10 backer cards and replace with the new Period 13 versions.

23P13-BC1A



EA1A

23P13-BC1B



EA1B

23P13-BC2



EA2AB

23P13-BC3A



EA3A

23P13-BC3B



EA3B

23P13-BC4A



EA4A

23P13-BC4B



EA4B

23P13-BC10



EA10

# Generic Backer Cards End Aisles 5-9 & 11-20

**Note:** All generic backer cards will remain in place for P11-P13.

23P11-BC-GEN1



Ready to Refresh (P11-13)

23P11-BC-GEN2



Image (P11-13)

23P11-BC-GEN3



Same Day (P11-13)

23P11-BC-GEN4



Generic Ecomm (P11-13)

23P12-BC-GEN5



Aeroplan (P12-13)

# FOOD & DRINK

## Spring Release Date

- The Spring issue of *Food & Drink* should be distributed in stores starting Wednesday, March 22, 2023.
- PLEASE DO NOT DISPLAY THE ISSUE PRIOR TO MARCH 22.

## Digital/Online Edition

Please advise customers they can read digital editions of current and past issues at [lcbo.com](http://lcbo.com).

NOTE: myLCBO.com subscribers get early access to the digital edition, typically a few days before the in-store release date.

## Social Media

Encourage customers to follow *Food & Drink* on the following platforms:

- Instagram: [@lcbofoodanddrink](https://www.instagram.com/lcbofoodanddrink)
- Pinterest: [www.pinterest.ca/lcbofoodanddrink](https://www.pinterest.ca/lcbofoodanddrink)

## Additional Copies

- To request additional copies once your original supply has run out, please email [foodanddrink@lcbo.com](mailto:foodanddrink@lcbo.com) with your store number, contact name, # of copies requested, and English or French version.
- We will distribute additional copies equitably among all stores who request additional copies after the initial distribution. As supply is limited, please understand that stores may not receive the quantity requested.

## Merchandising Instructions

- Issues should be merchandised prominently in your *Food & Drink* magazine fixture.
- The fixture should be positioned in the aisle of the store in order to fully integrate into the customer shopping experience.
- If your store does not have a stand, please display *Food & Drink* at all checkouts, customer service and the Info Centre.
- Once your supply has been depleted, please store the fixture and signage until the next issue arrives. Do not use the stand to display other materials.

## Signage

- Spring *Food & Drink* Metal Fixture Header Card (English/Bilingual) (Re-order #23P13-FD1)
- Spring *Food & Drink* A-Frame Fixture Header Card (English only) (Re-order #23P13-FD2)
- Spring *Food & Drink* A-Frame Fixture Header Card (English/French) (Re-order #23P13-FD3)



## COMING SOON

The Early Summer issue will be available May 10, 2023.

# STORE LAYOUT

## Overview

For Brand Spotlight Programs, there are three table display points and the Feature Fixture display; most stores will have one or two display points, and some larger stores may have all displays.

**ACTION: These displays will be referred to by their respective fixture names and acronyms on the Promo Tree:**

Entrance Table/Cocktail of the Month: BS - BSE

Feature Fixture: FF - FFA

Front Nesting Table: BS - BSF

Middle Nesting Table/Celebration Fixture : DD

**A** Block Pile A (SBA): St. Paddy's Day Beer

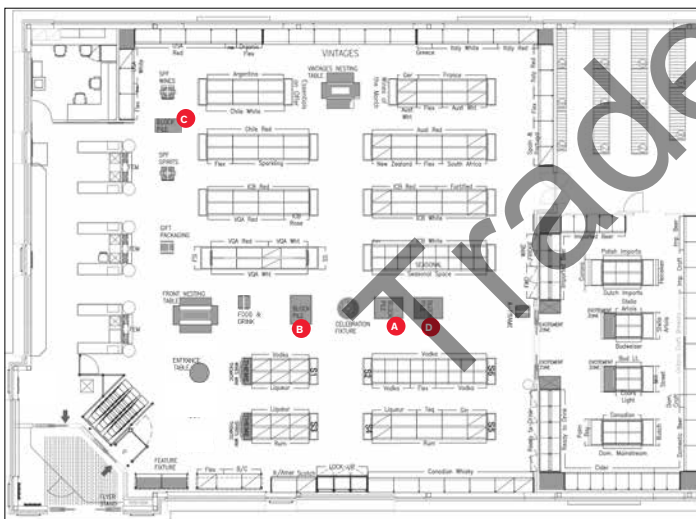
**B** Block Pile B (SBB): Flavourful Ready to Drink Sippers

**C** Block Pile C (SBC): Aeroplan

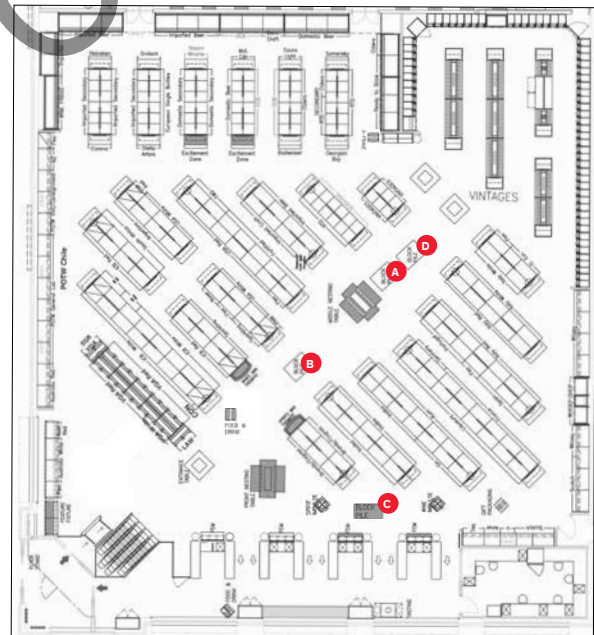
**D** Block Pile D (XBP): NFL

Case Savings Wines Block Pile

Glendalough (FSL-A) | 19 Crimes (FSL-B)



Store Floor Plan Example - Rectangle Layout



Store Floor Plan Example - Angle Layout

With the implementation of the additional Promo programs into the Promo Tree, Category Management will no longer be allocating inventory for these programs and stores will only receive inventory based on their Default Management settings.

Therefore, it is imperative you review your Min. settings on these programs to ensure a "Ready-for-Business" level of inventory. Please review the new Default Management screen and its' Min. settings. If left unadjusted all the new promo programs have a min setting of either 0 or 1 case which will result in the system suggesting only 1 or 2 cases. Consequently, it is essential these are reviewed and change if required.

# Brand Spotlight (FF - FFA-A)

## FEATURE FIXTURE

Hot Deals On Spirits



**This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

The World Class program is a showcase of mixology at it's best and Diageo brings their premium portfolio to the FFA to share both the recipes and the inspiration to make World Class cocktails. With some great offers on the display this will be sure to provide great value for customers this winter.

### Participating Products

LCBO#	Description	Size (mL)	Offers
7880	Johnnie Walker Black 12 Yr	750	VA: Soda Water
10558	Roe & Co Blended Irish Whiskey	750	\$5.00 LTO, VA: Recipe Booklet
54866	Bulleit Bourbon Frontier Whiskey	750	VA: Recipe Booklet
173559	Tequila Don Julio Reposado	750	180 APP, VA: Recipe Passport
363770	Ketel One Vodka	1140	90 APP, VA: Recipe Passport
409490	Singleton Of Dufftown 12 Year Old	750	VA: Recipe Booklet
417295	Ciroc Original Unflavoured	750	VA: Recipe Passport
600163	Tanqueray No. Ten Gin	750	90 APP, VA: Recipe Passport

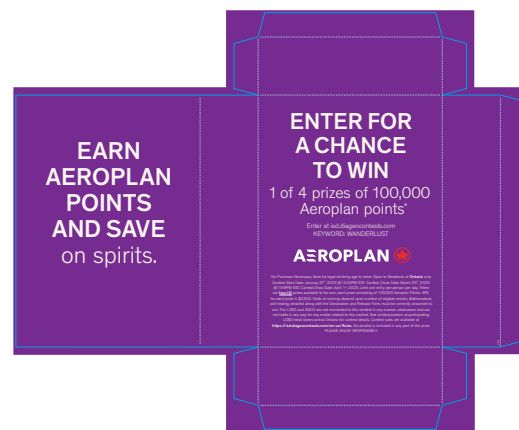
### Signage Components

**Note: Signage is to remain in place for P12 & P13. Only replace the shelf talkers**

- Shelf Talkers ENG (Re-order # 23P13-FF11)  
BIL (Re-order # 23P13-FF12)
- Category Sign ENG/BIL (Re-order # 23P12-FF1)
- Blank Category Sign - Solid Colour (Re-order # 23P12-FF2)
- Bin Strips - Solid Colour (Re-order # 23P12-FF3)
- Box Sign ENG (Re-order # 23P12-FF4)  
BIL (Re-order # 23P12-F)

### Merchandising Instructions

- Merchandise shelf talkers in front of the correct product on the feature fixture display and in section. Continue to display the P12 category sign, bin strips and box sign. **Note: Signage is to remain in place for P12 & P13. Only replace the shelf talkers.**
- The box signs are double-sided (shipping in P12), please ensure you alternate the contest and Aeroplane message.
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs from the Brand Spotlight Feature.



Double-Sided Box Sign

The box signs are double-sided, please ensure you alternate the contest and Aeroplan message.

### Aeroplan Contest

Prize: 1 of 4 prizes of 100,000 Aeroplan points  
Contest Start Date: January 27th, 2023 @12:00PM EST.  
Contest Close Date: March 25th, 2023  
Enter at [isd.diageocontests.com](http://isd.diageocontests.com)  
KEYWORD: WANDERLUST

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# NEW & SEASONAL FIXTURE

## Hot Deals On Spirits

EARN POINTS  
AND SAVE  
on spirits.

ACCUMULEZ  
DES POINTS ET  
ÉCONOMISEZ  
à l'achat de  
spiritueux.

**This is a sold program. Participation is mandatory.**

### Key Dates (Feb 26 - Mar 25, 2023)

#### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Hot Deals on Spirits.  
This display offers a  
full range of spirits  
products with a mix  
of both LTOs and  
Aeroplan.

#### Participating Products

LCBO#	Description	Size (mL)	Offers
1222	Wiser's Special Blend	750	50 APP
2360	J & B Rare	750	60 APP
10912	Gran Centenario Anejo	750	150 APP
18224	Vodkow Cream	750	140 APP
19441	Dejado Tequila Blanco 100% Agave	750	150 APP
27647	Cloud House Cold Brew Infused Colombian Rum	750	75 APP
34579	Prince Igor Extreme Vodka (P.E.T)	1140	\$1.00 LTO
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.25 LTO
53082	Alberta Pure Vodka (P.E.T)	1750	200 APP
330803	Bowmore 12 Year Old Islay Single Malt	750	250 APP
369819	Mount Gay Eclipse Rum	1750	200 APP
452615	Herradura Reposado Tequila	750	500 APP
544155	Iceberg Vodka (P.E.T)	1750	\$1.00 LTO

#### Signage Components

**Note: Signage is to remain in place for P12 & P13. Only replace the shelf talkers**

- Shelf Talkers ENG (Re-order # 23P13-NS4) / BIL (Re-order # 23P13-NS5)
- Category Sign ENG/BIL (Re-order # 23P12-NS1)
- Blank Category Sign - Solid Colour (Re-order #23P12-NS2)
- Bin Strips - Solid Colour (Re-order # 23P12-NS3)
- Box Sign ENG/BIL (Re-order # 23P12-NS6)

#### Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the shelf talkers in front of the correct product on the feature fixture display and in section. Continue to display the P12 category sign, bin strips and box sign. **Note: Signage is to remain in place for P12 & P13. Only replace the shelf talkers.**
- Please maintain an impactful display throughout the duration of the promotion. In the event of stock out, increase the facings of the best selling SKUs.



This planogram is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

### 4ft. Feature Fixture



### 8ft. Feature Fixture



### 12ft. Feature Fixture



# Brand Spotlight (BS-BSE) ENTRANCE TABLE

Cocktail of the Month: Citrus & Cola Highball



**This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

LCBO#	Description	Size (mL)	Offers
13057	Writers Tears Copper Pot Irish Whiskey	750	\$5.00 LTO
382861	Lot No. 40 Singl Copper Pot Still Canadian Whsky	750	\$3.00 LTO

Take advantage of flavour packed, in-season citrus by muddling a mix of fruits into a cola highball. The natural oil from these fruits riffs off of classic cola flavours.

## Merchandising Instructions

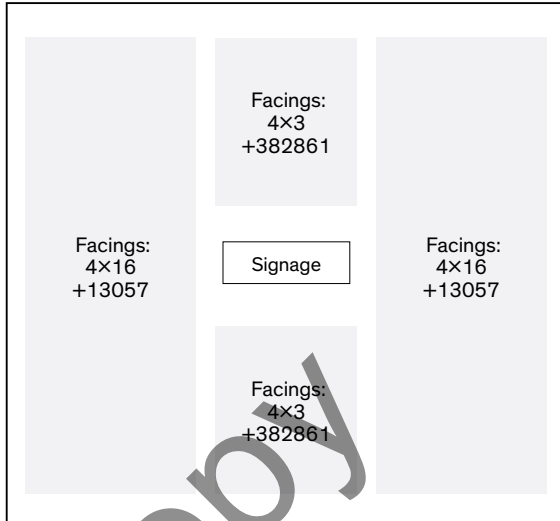
- Refer to the Store Layout section for inventory management of product.
- Please review your floor plan and ensure the fixture is by the entrance of your store. Please be mindful of which table you have and merchandise accordingly.
- Merchandise the participating products according to the planogram.
- Install the table sign.
- Merchandise the pre-printed shelf talkers in front of participating products.

## Signage Components

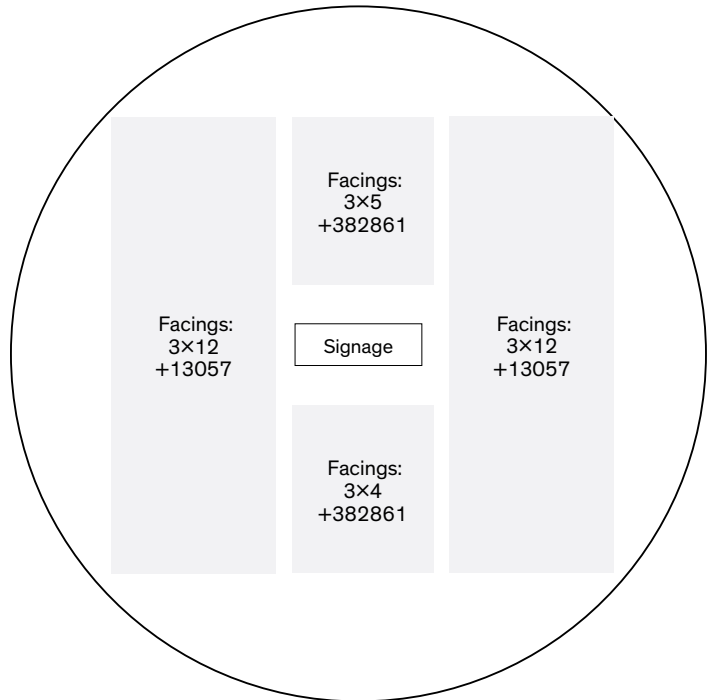
- Entrance Table Sign ENG (Re-order # 23P13-ET1) / BIL (Re-order # 23P13-ET2)
- Shelf Talkers ENG (Re-order # 23P13-ET3) / BIL (Re-order # 23P13-ET4)



## Planogram - Square Table



## Planogram - Round Table



# Spirits (MI-A) MINI THEMATIC A

Women in Spirits

Here's to  
women leading  
the industry.

Shop our Good Partners.

LCBO SPIRIT OF  
SUSTAINABILITY

Catherine Wilson  
Blending Quality Manager  
Crown Royal



This is a sold program. Participation is mandatory.

Key Dates (Feb 26 - Mar 25, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Celebrate the success of Women in the spirits industry. Featured products will showcase spirits that are female owned and/or made.

## Participating Products

LCBO#	Description	Size (mL)	Offers
1487	Crown Royal Whisky	750	\$2.00 LTO
11130	Dewar's White Label Scotch Whisky	750	Necktag
217794	Johnnie Walker Red Label Scotch Whisky	1140	
28049	Zirkova Unity Vodka	750	VA: Zirkova One 50 mL or Together
273516	Ron Zacapa 23 Centenario Rum	750	
316844	Bombay Sapphire London Dry Gin	750	Necktag
479980	Macallan 12 Year Old Double Cask	750	\$5.00 LTO
482612	Pike Creek Double Barreled Canadian Whisky	750	\$3.00 LTO
536946	J.P. Wiser's 15 Year Old Canadian Whisky	750	\$4.00 LTO
636845	Redbreast 12 Year Old Irish Whiskey	750	\$5.00 LTO

HERE'S TO WOMEN  
LEADING THE INDUSTRY



## Signage Components

- Category sign ENG/BIL (Re-order # 23P13-MTA1)
- Backer card ENG/BIL (Re-order # 23P13-MTA2)
- Shelf talkers ENG (Re-order # 23P13-MTA3) / BIL (Re-order # 23P13-MTA4)
- Perpendicular Shelf talkers  
ENG (Re-order # 23P13-23P13-MTA5) / BIL (Re-order # 23P13-23P13-MTA6)

Here's to  
women leading  
the industry.

Shop our Good Partners.

LCBO SPIRIT OF  
SUSTAINABILITY

Catherine Wilson  
Blending Quality Manager  
Crown Royal



## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.
- Install the perpendicular shelf talker on the mini thematic display and in section.

**ACTION:** Stores with regular end aisle will need to install the backer card in the backer card frame.

From a Master Distiller to CEO's, talented women are leading the world of wine, beer and spirits.

Que ce soit comme maîtres distillatrices ou PDG, des femmes talentueuses sont à l'avant-garde du monde du vin, de la bière et des spiritueux.



Read about our Good Partners today.  
En savoir plus sur nos bons partenaires.

Perpendicular Shelf  
Talker

# Wines (MI-B) MINI THEMATIC B

Host Gifts Under \$25



**This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

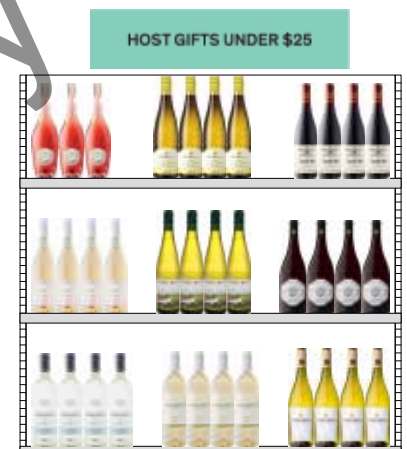
## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Mini Thematic B will feature an assortment of premium lighter style wines under \$25. Perfect for hosting a Spring gatherings.

## Participating Products

LCBO#	Description	Size (mL)	Offers
11452	Willm Réserve Riesling	750	\$1.50 LTO
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$2.00 LTO
15875	Moselland Bernkasteler Kurfurstlay Riesling	750	\$1.00 LTO
20264	Popcorn Chardonnay VQA	750	\$1.00 LTO
22612	Bread & Butter Sauvignon Blanc	750	\$2.00 LTO
25229	Pontificis GSM	750	\$2.00 LTO
25651	Pelee Island Lola Limited Edition White VQA	750	\$2.00 LTO
284943	Francis Coppola Sofia Rosé	750	50 APP
458521	Pelee Island Pinot Noir Reserve VQA	750	\$2.00 LTO



## Signage Components

- Category sign ENG/BIL (Re-order # 23P13-MTB7)
- Backer card ENG/BIL (Re-order # 23P13-MTB8)
- Shelf talkers ENG (Re-order # 23P13-MTB9) / BIL (Re-order # 23P13-MTB10)

## Merchandising Instructions

- Merchandise participating products according to the planogram.
- Install the pre-printed shelf talkers in front of each product.
- Merchandise the category sign and backer card signage. Note: Stores with regular end aisle will need to install the backer card in the backer card frame.



**ACTION:** Stores with regular end aisle will need to install the backer card in the backer card frame.

# Beer (MI-C) MINI THEMATIC C

Ready To Refresh With Savings On Local Ciders



**This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Mini Thematic C will feature an assortment of local seasonal ciders.

### Participating Products

LCBO#	Description	Size (mL)	Offers	Supplying Source / Distributor
19969	Liberty Village Peach Cider	473	\$0.25 LTO	LCBO Warehouse
19998	Cowbell Rose Cider	473	\$0.20 LTO	458 - COWBELL BREWING CO.
24890	Cowbell Brewing Co. Original Cider	473	\$0.20 LTO	458 - COWBELL BREWING CO.
541219	KW Craft Cider Can	473	\$0.25 LTO	LCBO Warehouse
635227	Liberty Village Dry Cider	473	\$0.25 LTO	LCBO Warehouse
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	30 APP	LCBO Warehouse

### Signage Components

- Backer card ENG/BIL (Re-order# 23P13-BC10)

### Merchandising Instructions

- Merchandise participating products according to the planogram.
- Merchandise pre-printed shelf talkers in front of each product.
- Install the backer card signage.



# Brand Spotlight (BS - BSF)

## FRONT NESTING TABLE

Premium + Standard Flight: Irish Whiskey

**This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

Celebrate St. Patrick's Day with the iconic Jameson Irish Whiskey brand. The display will feature a \$10.00 Uber Gift Card Necktag with the purchase of select products.

### Participating Product

	LCBO#	Description	Size (mL)	Offers
Premium Flight	10157	Jameson Irish Whiskey	750	\$1.00 LTO
	17055	Jameson Cold Brew Irish Whiskey	750	\$2.00 LTO, VA: Uber Gift Card
	207613	Jameson Irish Whiskey	1140	VA: Uber Gift Card
	275933	Jameson Irish Whiskey	1750	\$2.00 LTO, VA: Uber Gift Card
	292615	Jameson Black Barrel	750	\$5.00 LTO, VA: Uber Gift Card
	429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00 LTO
	635391	Jameson Caskmates IPA Irish Whiskey	750	\$3.00 LTO
Standard Flight	11945	Proper No. Twelve	750	\$1.50 LTO
	12197	Five Farms Single Batch Irish Cream Liqueur	750	150 APP
	14910	Bushmills Irish Whiskey	750	\$2.00 LTO
	61374	Bushmills Black Bush	750	100 APP
	71746	Tullamore Dew Irish Whiskey	750	\$3.00 LTO
	131870	Bushmills Malt 10 Year Old	750	\$4.00 LTO
	334045	Kilbeggan	750	\$5.00 LTO

### Signage Components

- Premium Table Sign ENG (Re-order # 23P13-FNT9) / BIL (Re-order # 23P13-FNT10)
- Premium Shelf Talkers ENG (Re-order # 23P13-FNT11) / BIL (Re-order # 23P13-FNT12)
- Standard Table Sign ENG (Re-order # 23P13-FNT17) / BIL (Re-order # 23P13-FNT18)
- Standard Shelf Talkers ENG (Re-order # 23P13-FNT19) / BIL (Re-order # 23P13-FNT20)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the Nesting Table sign.
- Merchandise the pre-printed wshelf talkers in-section and on the table.

**7Ft Nesting Table Planogram (For stores that have end tables) - Premium Flight**



Back View

Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615
Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615

Facings: 4x6 +275933
Facings: 4x6 +275933

Facings: 6x3 +10157	Facings: 6x3 +429258	Facings: 6x3 +635391	Facings: 6x3 +292615
SIGNAGE			
Facings: 6x3 +10157	Facings: 6x3 +429258	Facings: 6x3 +635391	Facings: 6x3 +292615

Facings: 5x7 +207613
Facings: 5x7 +207613

Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615
Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615

Front View

**7Ft Nesting Table Planogram (For stores that have end tables) - Standard Flight**



Back View

Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870
Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870

Facings: 5x8 +12197
Facings: 5x8 +12197

Facings: 7x3 +14910	Facings: 7x3 +71746	Facings: 7x3 +334045
SIGNAGE		
Facings: 7x3 +14910	Facings: 7x3 +71746	Facings: 7x3 +334045

Facings: 5x8 +11945
Facings: 5x8 +11945

Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870
Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870

Front View

**7Ft Nesting Table Planogram (For stores that do not have end tables) - Premium Flight**



Front & Back View

Back View

Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615
Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615

Facings: 4x2 +275933	Facings: 6x3 +429258	Facings: 6x3 +635391	Facings: 4x2 +207613
SIGNAGE			
Facings: 4x2 +275933	Facings: 6x3 +429258	Facings: 6x3 +635391	Facings: 4x2 +207613

Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615
Facings: 5x8 +10157	Facings: 5x8 +17055	Facings: 5x8 +292615

Front View

**7Ft Nesting Table Planogram (For stores that do not have end tables) - Standard Flight**



Front & Back View

Back View

Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870
Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870

Facings: 7x3 +14910	Facings: 7x3 +71746	Facings: 7x3 +334045
Facings: 4x4 +12197	SIGNAGE	Facings: 4x4 +11945
Facings: 7x3 +14910	Facings: 7x3 +71746	Facings: 7x3 +334045

Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870
Facings: 5x8 +14910	Facings: 5x8 +61374	Facings: 5x8 +131870

Front View

**5Ft Nesting Table Planogram (For stores that have end tables) - Premium Flight**



Back View

Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615
Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615

Facings: 4x5 +275933
Facings: 3x5 +275933

Facings: 4x3 +10157	Facings: 4x3 +429258	Facings: 4x3 +635391	Facings: 4x3 +292615
SIGNAGE			
Facings: 4x3 +10157	Facings: 4x3 +429258	Facings: 4x3 +635391	Facings: 4x3 +292615

Facings: 4x5 +207613
Facings: 3x5 +207613

Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615
Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615

Front View

**5Ft Nesting Table Planogram (For stores that have end tables) - Standard Flight**



Back View

Facings: 3x7 +14910	Facings: 3x7 +131870	Facings: 3x7 +61374
Facings: 3x7 +14910	Facings: 3x7 +131870	Facings: 3x7 +61374

Facings: 4x6 +12197
Facings: 4x6 +12197

Facings: 5x4 +14910	Facings: 5x4 +71746	Facings: 5x3 +334045
SIGNAGE		
Facings: 5x4 +14910	Facings: 5x4 +71746	Facings: 5x3 +334045

Facings: 4x7 +11945
Facings: 4x7 +11945

Facings: 3x7 +14910	Facings: 3x7 +131870	Facings: 3x7 +61374
Facings: 3x7 +14910	Facings: 3x7 +131870	Facings: 3x7 +61374

Front View



**5Ft Nesting Table Planogram (For stores that do not have end tables) - Premium Flight**



Front & Back View

Back View

Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615
Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615

Facings: 3x3 +275933	Facings: 4x3 +429258	Facings: 4x3 +635391	Facings: 3x3 +207613
SIGNAGE			
Facings: 3x3 +275933	Facings: 4x3 +429258	Facings: 4x3 +635391	Facings: 3x3 +207613

Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615
Facings: 3x8 +10157	Facings: 3x8 +17055	Facings: 3x7 +292615

Front View

**5Ft Nesting Table Planogram (For stores that do not have end tables) - Standard Flight**



Front & Back View

Back View

Facings: 3x8 +14910	Facings: 3x8 +131870	Facings: 3x8 +61374
Facings: 3x8 +14910	Facings: 3x8 +131870	Facings: 3x8 +61374

Facings: 5x3 +14910	Facings: 5x3 +71746	Facings: 5x3 +334045	
Facings: 3x3 +12197	SIGNAGE		Facings: 3x4 +11945
Facings: 5x3 +14910	Facings: 5x3 +71746	Facings: 5x3 +334045	

Facings: 3x8 +14910	Facings: 3x8 +131870	Facings: 3x8 +61374
Facings: 3x8 +14910	Facings: 3x8 +131870	Facings: 3x8 +61374

Front View

A

# Display Program (BP-SBA)

## BLOCK PILE A

Ready To Refresh With The Perfect St. Paddy's Day Beer



**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (Feb 26 - Mar 25, 2023)**

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
30340	Guinness Nitro Cold Brew	4 × 440	
270439	Smithwick's Red Ale	500	
270447	Guinness Draught	500	
296244	Guinness Draught	4 × 440	\$1.00 LTO
442731	Kilkenny Irish Ale	4 × 500	
554469	Guinness Draught	8 × 440	VA: Glass

**VA/Merchandiser: Branded Guinness Glass.** The supplier will be providing the value add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.

**Contest:** Enter for a chance to win 1 of 3 Guinness Branded Mini Bar - enter through QR code on display.

### Signage Components

- Pole Topper Sign ENG (Re-order # 23P13-BPA1)  
BIL (Re-order # 23P13-BPA2)
- Riser Wrap - solid colour (Re-order # 23P13-BPA3)
- Pricer Cards ENG (Re-order # 23P13-BPA4)  
BIL (Re-order # 23P13-BPA5)
- Shelf Talkers ENG (Re-order # 23P13-BPA6)  
BIL (Re-order # 23P13-BPA7)
- End Aisle Backer Card BIL (Re-order # 23P13-BPA8)

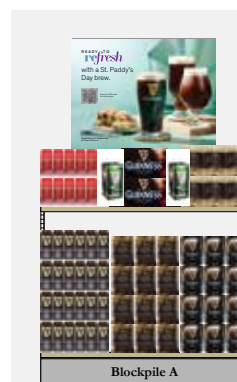
### Merchandising Instructions

- Use the supplier-provided merchandiser to build a display with the participating products.
- Install supplier-provided value-add and merchandiser. Note: End Aisles stores will only receive the glassware VA and not the merchandiser display. Display the glassware on the top shelf of the end aisle.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Block Pile A will highlight popular Irish brews for St. Patrick's Day. The program will include a supplier-produced display featuring a branded Guinness glass VA and a contest.



**NOTE:** Pole Topper signs are provided to the Block Pile stores. As inventory depletes, stores can use the pole toppers to condense the block pile rather than empty-looking merchandisers as the period goes on.



**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

B

# Display Program (BP-SBB) BLOCK PILE B

Ready To Refresh With Flavourful Ready-To-Serve Sippers



**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (Feb 26 - Mar 25, 2023)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

LCBO#	Description	Size (mL)	Offers
14486	White Claw Hard Seltzer Black Cherry	473	
15363	Mike's Hard Blue Freeze	473	
15373	White Claw Variety Pack #1	12 x 355	
24359	Cottage Springs Vodka Soda Mixed 24 Pack	24 x 355	
316323	Mott's Clamato Original Caesar	458	
553164	Nutrl Vodka Soda Lemon	473	
553339	Smirnoff Ice Berry Blast	473	
570275	Twisted Tea Hard Iced Tea Original	6 x 355	\$1.50 LTO



## Signage Components

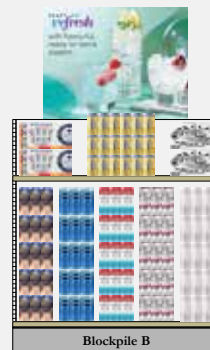
- Pole Topper Sign ENG (Re-order # 23P13-BPB1)  
BIL (Re-order # 23P13-BPB2)
- Riser Wrap - solid colour (Re-order # 23P13-BPB3)
- Pricer Cards ENG (Re-order # 23P13-BPB4)  
BIL (Re-order # 23P13-BPB5)
- Shelf Talkers ENG (Re-order # 23P13-BPB6)  
BIL (Re-order # 23P13-BPB7)
- End Aisle Backer Card BIL (Re-order # 23P13-BPB8)

## Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

Ready to Refresh with flavourful, ready-to-serve sippers. Featuring a selection of best selling Ready to Drink products.

**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.




C

# Display Program (BP-SBC) BLOCK PILE C

Aeroplan

EARN  
BONUS POINTS

UNTIL MARCH 25  
on these products\*

AEROPLAN 

**This is a sold program. Participation is mandatory.**

**IMPORTANT NOTE:** Please refer to the Store Layout section for inventory management of product.

**Key Dates (Feb 26 - Mar 25, 2023)**

## Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

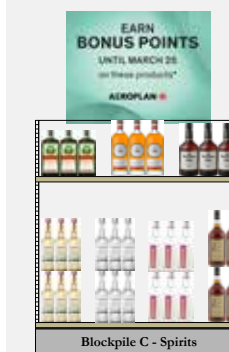
## Participating Products

LCBO#	Description	Size (mL)	Offers
19749	Teremana Blanco Tequila	750	100 APP
19750	Teremana Reposado Tequila	750	125 APP
21437	Wayne Gretzky Red Cask Whisky	1140	\$4.00 LTO 40 APP
24437	Sailor Jerry Spiced Rum	1750	300 APP
25999	Jagermeister	1140	200 APP
34637	Canadian Club Premium	1750	\$1.00 LTO 200 APP
212282	Luksusowa Vodka	1140	200 APP
240150	Polar Ice Vodka	1140	90 APP



## Signage Components

- Pole Topper Sign ENG (Re-order # 23P13-BPC1)  
BIL (Re-order # 23P13-BPC2)
- Riser Wrap - solid colour (Re-order # 23P13-BPC3)
- Pricer Cards ENG (Re-order # 23P13-BPC4)  
BIL (Re-order # 23P13-BPC5)
- Shelf Talkers ENG (Re-order # 23P13-BPC6)  
BIL (Re-order # 23P13-BPC7)
- End Aisle Backer Card BIL (Re-order # 23P13-BPC8)



**NOTE:** Participating stores with limited floor space have been selected based on their floor plans. These stores will receive a branded backer card instead of Block Pile signage to display. Select a discretionary end that is closest to the entrance of the store to display this program.

## Merchandising Instructions

- Merchandise the participating products according to the planogram.
- Install the pole topper sign, backer card and riser wrap.
- Merchandise the pricer cards in front of the participating products.
- Install the shelf talkers in front of the participating products in section.

D

# Display Program (XBP)

## BLOCK PILE D

NFL

### Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

### Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

Please refer to the Participation Lookup page on the Portal for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
67	Smirnoff Vodka	750	50 APP, VA: Smirnoff Raptors Socks (attached)
10357	Crown Royal Peach	750	VA: Schweppes Gingerale 6pk
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00 LTO
216929	Smirnoff Vodka	1140	VA: Smirnoff Raptors Socks (attached)
217950	Crown Royal	1140	VA: MLSE Socks (attached)
500512	Captain Morgan Original Spiced Rum	750	VA: Captain TFC Socks (attached)

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards ENG (Re-order # 23P13-BPD1) / BIL (Re-order # 23P13-BPD2)

### Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a display with the participating products.
- Install the pricer cards in front of the participating products.



(Example only)  
Supplied by Agent

# Display Program

## CASE SAVINGS WINES BLOCK PILE

### Overview

Select stores will build a block pile display with their top-selling wines. To take advantage of customer traffic, Participating Stores will build this display in the Power Aisle. The below products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion.

### Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

1, 15, 17, 19, 21, 22, 25, 31, 38, 41, 44, 51, 55, 65, 74, 82, 83, 90, 102, 106, 115, 130, 148, 149, 187, 195, 198, 211, 221, 226, 227, 243, 253, 263, 329, 334, 346, 359, 385, 394, 397, 398, 438, 470, 489, 522, 523, 542, 579, 632, 652, 694, 703

### Participating Products

LCBO#	Description	Size (mL)	Offers
308122	Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00 LTO
392647	Carnivor Cabernet Sauvignon	750	\$2.00 LTO
521021	Francis Coppola Diamond Collection Cab Sauv	750	\$2.00 LTO
608653	Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$5.00 LTO
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00 LTO
660241	Bonanza Lot 3 California Cabernet Sauvignon	750	\$3.00 LTO
954834	Rodney Strong Pinot Noir Russian River	750	\$3.00 LTO

### Merchandising Instructions

- **Stores will not be forced allocated inventory. The above products are recommended; stores can substitute other top-selling standalone LTO brands at their discretion. Please ensure sufficient stock is ordered.**
- Build the block pile display in the Power Aisle, in line with other displays.
- Install the cut case backer card and merchandise the pricer cards in front of the corresponding products.

### Signage Components

- Cut Case Backer Card  
ENG (Re-order # 23P13-BPW1) / BIL (Re-order # 23P13-BPW2)
- Pricer Card  
ENG (Re-order # 23P13-BPW3) / BIL (Re-order # 23P13-BPW4)



# Enhanced Display GLENDALOUGH (FSL-A)

## Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

## Key Dates (Feb 26 - Mar 25, 2023)

## Participating Stores

1, 23, 27, 31, 38, 82, 83, 164, 171, 200, 243, 263, 300, 325, 329, 334, 346, 360, 373, 412, 416, 417, 428, 438, 443, 445, 459, 481, 490, 499, 523, 545, 555, 575, 619, 632, 703, 741

## Participating Products

LCBO#	Description	Size (mL)	Offers
516096	Glendalough Double Barrel Irish Whiskey	750	\$4.00 LTO

## Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards - printed at store level

## Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a cut case display with the participating products.
- Print Pricer Cards at store level for participating products on AccessVia Web dSignShop.
- Merchandise the pricer cards in front of the participating products.



(Example only)  
Supplied by Agent

# Enhanced Display

## 19 CRIMES (FSL-B)

### Overview

Select stores will display the below products using a vendor supplied merchandiser. The supplier will be providing and setting up the merchandiser to the selected stores in time for the start of the promotion. At the end of the promotion, they will make arrangements to pick them up.

### Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

17, 22, 25, 34, 36, 41, 51, 55, 65, 74, 90, 102, 106, 130, 132, 145, 148, 150, 156, 168, 191, 211, 212, 221, 226, 227, 250, 253, 287, 298, 351, 358, 359, 361, 381, 383, 386, 390, 391, 392, 394, 401, 404, 407, 427, 431, 437, 457, 485, 491, 497, 501, 534, 536, 551, 554, 556, 569, 590, 602, 609, 616, 617, 623, 631, 633, 634, 640, 648, 655, 670, 684, 694, 699, 700, 748

### Participating Products

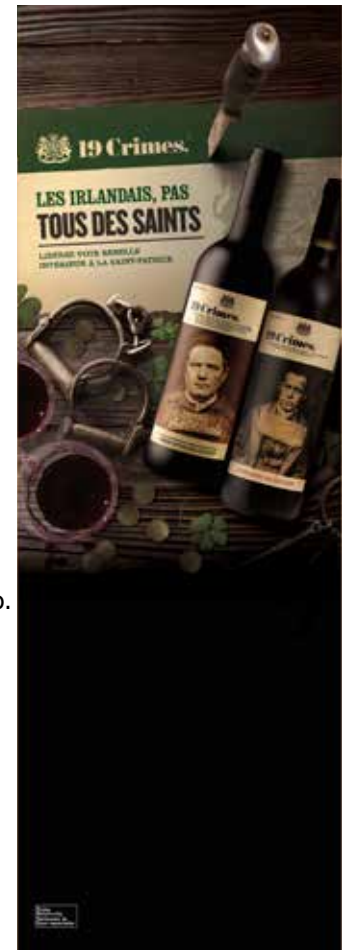
LCBO#	Description	Size (mL)	Offers
369777	19 Crimes Shiraz Durif	750	
461525	19 Crimes Cabernet Sauvignon	750	\$2.00 LTO

### Signage Components

- Printed Corrugate Structure - Supplied by Agent
- Pricer Cards - printed at store level

### Merchandising Instructions

- The supplier will deliver the merchandiser display to stores in time for the start of the promotion.
- Use the supplier produced merchandiser to build a cut case display with the participating products.
- Print Pricer Cards at store level for participating products on AccessVia Web dSignShop.
- Merchandise the pricer cards in front of the participating products.



(Example only)  
Supplied by Agent



# Brand Spotlight (MD)

## MIDDLE NESTING TABLE/CELEBRATION FIXTURE

Ready to Refresh With a Tour of Premium Italian Wines

**This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Product

LCBO#	Description	Size (mL)	Offers
828	Folonari Valpolicella Doc	750	\$2.00 LTO
16840	Bolla Valpolicella Classico	750	\$2.00 LTO
19698	Leonardo Chianti Riserva Docg	750	\$2.00 LTO
27797	Ruffino Il Ducale Toscana Igp	750	\$2.00 LTO
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00 LTO
105429	Frescobaldi Remole Toscana Igt	750	\$2.00 LTO
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00 LTO
372391	Leonardo Chianti Fiasco	750	\$2.00 LTO
378091	Villa Annaberta Valpolicella Ripasso Superiore	750	\$2.00 LTO
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50 LTO
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00 LTO

Refresh the new year by learning a new language or culture. And what better way to do that than through a country's wine and food. Our P13 display will allow customers to start their exploration with three of Italy's wine regions and their red wines (premium/great quality at a value price with the LTO).

### Signage Components

- Table Sign ENG (Re-order # 23P13-MNT1) / BIL (Re-order # 23P13-MNT2)
- Celebration Fixture Drum Sign ENG (Re-order # 23P13-MNT5) / BIL (Re-order # 23P13-MNT6)
- Celebration Fixture Bin Strip - solid colour (Re-order # 23P13-MNT7)
- Shelf Talkers ENG (Re-order # 23P13-MNT8) / BIL (Re-order # 23P13-MNT9)
- Food & Drink Merchandiser ENG (Re-order # 23P13-MNT12) / BIL (Re-order # 23P13-MNT13)

### Merchandising Instructions

- Refer to the Store Layout section of the guide for inventory management of the product.
- Merchandise the participating products according to the planogram.
- Install the table sign, drum sign and bin strips.
- Merchandise the pre-printed shelf talkers in-section and on the table.
- Install the Spring F&D merchandiser on the table.

## Middle Nesting Table Planograms



Front View



Back View

Back View

Facings: 4x8 +828    Facings: 4x5 +378091    Facings: 4x8 +16840

Facings: 5x8 +19698    Facings: 5x5 +372391    Facings: 5x8 +107276

Facings: 6x3 +486647    Facings: 6x3 +523100    Facings: 6x3 +27797    Facings: 6x3 +105429

Facings: 1x1 F&D    SIGNAGE    Facings: 1x1 F&D

Facings: 6x3 +486647    Facings: 6x3 +523100    Facings: 6x3 +27797    Facings: 6x3 +105429

Facings: 6x8 +828    Facings: 6x8 +378091    Facings: 6x8 +16840

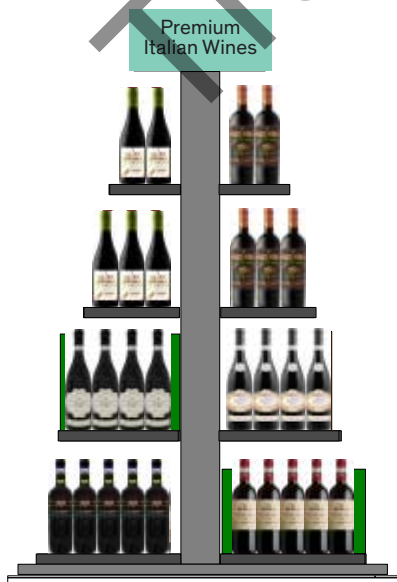
Facings: 5x8 +828    Facings: 5x8 +378091    Facings: 5x8 +16840

Facings: 5x8 +650713

Facings: 5x8 +650713

Front View

## Celebration Fixture Planograms



Front View



Back View

# Period 13 END AISLES

	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1A</b> <b>Premium</b>	7880	Johnnie Walker Black 12 Yr	750	VA
	217802	Johnnie Walker Black Label	1140	LTO
	422006	Johnnie Walker Black Label Scotch	1750	

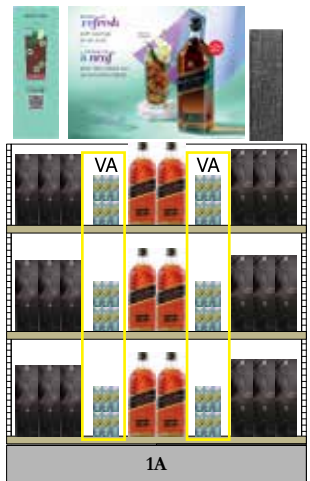


**VA: Soda Water**

**Spicy Cola Blade Sign**

ENG (Re-order # 23P13-BS1) / BIL (Re-order # 23P13-BS5)

- Install Cocktail Blade Sign on End Aisle 1A.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #1B</b> <b>Standard</b>	1099	Johnnie Walker Red Label	750	VA
	112896	Johnnie Walker Red Label	1750	LTO
	217794	Johnnie Walker Red Label	1140	



**VA: Soda Water**

**Spicy Cola Blade Sign**

ENG (Re-order # 23P13-BS1) / BIL (Re-order # 23P13-BS5)

- Install Cocktail Blade Sign on End Aisle 1B.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #2</b>	545160	Tito's Handmade Vodka	1750	VA
	597559	Tito's Handmade Vodka	750	LTO
	628990	Tito's Handmade Vodka	1140	LTO

VA: Gldn Hour 2 x 355 mL

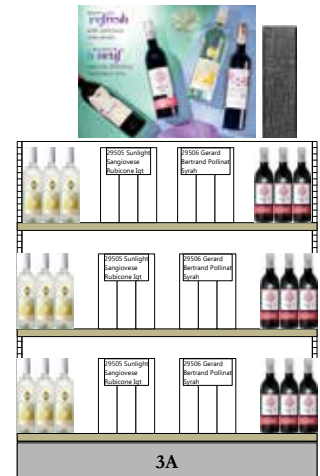


**Lemon Lime Zinger Blade Sign**  
**ENG (Re-order # 23P13-BS2) / BIL (Re-order # 23P13-BS6)**

- Install Cocktail Blade Sign on End Aisle 2.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3A</b> <b>Premium</b>	29219	Barefoot Bright & Breezy Pinot Grigio	750	
	29224	Tangled Tree Chocolate Cabernet Sauvignon	750	
	29505	Sunlight Sangiovese Rubicone Organic Igt	750	
	29506	Gerard Bertrand Pollinat Syrah	750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #3B</b> <b>Standard</b>	25753	Pete's Pure Cabernet Sauvignon	750	LTO
	25843	California Roots Cabernet Sauvignon	750	LTO
	226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
	231282	>Ken Forrester Old Vine Reserve Chenin Blanc	750	LTO, Wine Fridge
	343517	>(V)G.S.M. Old Vine Tessell Ct Rouss (Lafage)	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4A</b> <b>Premium</b>	1487	Crown Royal	750	LTO
	114694	Crown Royal	1750	VA
	217950	Crown Royal	1140	VA

**Value-adds:**

- 114694 Crown Royal 1750 mL - Schweppes Gingerale 6Pk
- 217950 Crown Royal 1140 mL - MLSE Socks (attached)



**Whisky & Cola Blade Sign**

ENG (Re-order # 23P13-BS4) / BIL (Re-order # 23P13-BS8)

- Install Cocktail Blade Sign on End Aisle 4A.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #4B</b> <b>Standard</b>	10357	Crown Royal Peach	750	VA
	224352	Crown Royal Black	750	
	434092	Crown Royal Northern Harvest Rye	750	LTO

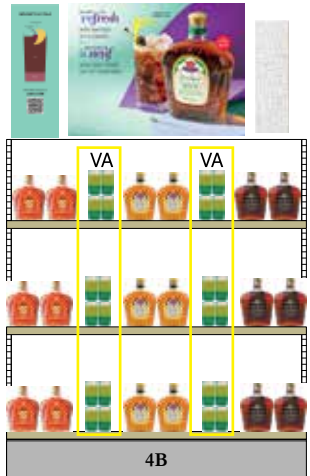
**VA: Schweppes Gingerale 6Pk**



**Whisky & Cola Blade Sign**

ENG (Re-order # 23P13-BS4) / BIL (Re-order # 23P13-BS8)

- Install Cocktail Blade Sign on End Aisle 4B.
- Fold Card at crease before inserting into End Aisle slot so it will remain stable. Insert it behind Backer Card.



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5A</b> <b>Premium</b>	5959	Baileys Irish Cream	750	VA
	19419	Baileys Deliciously Light	750	VA
	605956	Baileys Irish Cream Liquor	1140	LTO

**Value-adds:**

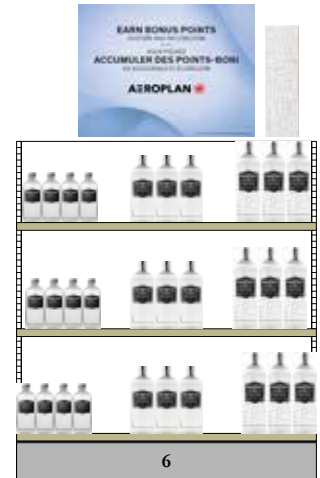
- 5959 Baileys Irish Cream 750 mL - Baileys Spatula (attached)
- 19419 Baileys Deliciously Light 750 mL - Baileys Frother (attached)



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #5B</b> <b>Standard</b>	5959	Baileys Irish Cream	750	VA
	605956	Baileys Irish Cream Liquor	1140	LTO
	193490	Baileys Irish Cream	1750	
VA: 5959 Baileys Irish Cream 750 mL - Baileys Spatula (attached)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #6</b>	16608	Aviation Gin	375	APP
	21996	Aviation Gin	1750	VA
	129940	Aviation Gin	750	LTO
VA: Pour spouts (attached)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #7</b>	269761	Raymond Classic Cabernet Sauvignon	750	LTO
	429761	Santa Julia Reserva Malbec	750	LTO
	620054	Babich Sauvignon Blanc	750	LTO, Wine Fridge



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #8</b>	14910	Bushmills Irish Whiskey	750	LTO
	61374	Bushmills Black Bush	750	APP
	131870	Bushmills Malt 10 Year Old	750	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #9</b>	225243	Stoli Vodka	750	LTO
	225250	Stoli Vodka	1140	APP
	272716	Stoli Vodka	1750	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #10</b>	19969	Liberty Village Peach Cider (LCBO Warehouse)	473	LTO
	19998	Cowbell Rose Cider (458)	473	LTO
	24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
	541219	KW Craft Cider Can (LCBO Warehouse)	473	LTO
	635227	Liberty Village Dry Cider (LCBO Warehouse)	473	LTO
	688671	Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse)	473	APP



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #11</b>	14354	Appleton Estate 8YO Reserve	750	Necktag
	14355	Appleton Estate 12YO Rare	750	LTO, Necktag
	177808	Appleton Estate V/X Signature Blend	750	Necktag

**Ecomm**

SHOP.LCBO.COM  
POUR UNE COMMANDE EN LIGNE  
MAGASINEZ À LCBO.COM  
POUR LA LIVRAISON À DOMICILE OU  
LA CUEILLETTE EN MAGASIN

**Same Day**

FREE SAME-DAY PICKUP  
POUR LES COMMANDES EN LIGNE  
CUEILLETTE  
LE JOUR MÊME GRATUITE  
POUR LES COMMANDES EN LIGNE  
LCBO.COM

OR



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #12</b>	20362	Finlandia Vodka	750	LTO
	114967	Finlandia Vodka	1750	APP
	216820	Finlandia Vodka	1140	LTO



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #13</b>	73163	Casal Thaulero Pinot Grigio Igt	750	LTO
	77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO
	669200	Ciao Pinot Grigio Organic Carton	1000	LTO





	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #14</b>	491803	Southern Comfort (P.E.T)	375	APP
	491811	Southern Comfort	750	VA
	491829	Southern Comfort	1140	LTO
VA: Fireball 50 mL (attached)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #15</b>	10157	Jameson Irish Whiskey	750	LTO
	207613	Jameson Irish Whiskey	1140	VA
	275933	Jameson Irish Whiskey	1750	LTO, VA
VA: Uber Gift Card (attached)				



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #16</b>	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
	350207	Forty Creek Copper Bold Whisky	1140	Necktag
	350629	Forty Creek Barrel Select Whisky	1140	LTO, Necktag



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #17</b>	561381	Pelee Island Pinot Grigio Bag In Box	3000	APP
	594168	Pelee Island Merlot	1500	LTO
	621219	Pelee Island Pinot Grigio	750	LTO



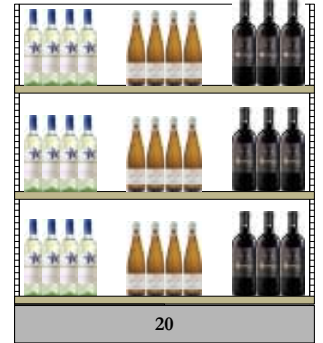
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #18</b>	984	Alberta Premium Whisky	750	
	54213	Alberta Premium Whisky (P.E.T)	1750	
	216226	Alberta Premium Whisky	1140	



	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #19</b>	14730	Ciroc Mango	750	
	334110	Ciroc Peach	750	VA
	334128	Ciroc Red Berry	750	LTO
<b>VA: Jigger (attached)</b>				



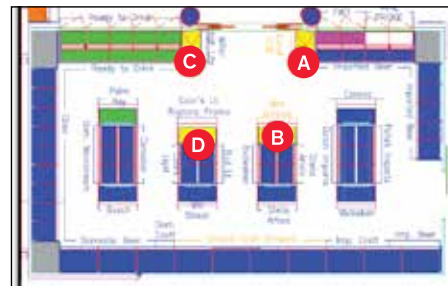
	LCBO#	Description	Size (mL)	Offers
<b>End Aisle #20</b>	122390	The Beachhouse Sauvignon Blanc	750	LTO
	620104	Angels Gate Sussreserve Riesling VQA	750	LTO
	649723	Adesso Merlot D'Italia	1500	LTO



Trade Copy

# BEER EXCITEMENT ZONE

(A, B, C, D)



The Beer Excitement Zone has four displays to highlight engaging offers on popular products. The three displays are **sold programs (A, C and D)**, and the remaining (B) is a generic display end for merchandising new, seasonal products at store manager's discretion. Refer to your planogram for the location of each display. **This is a sold program. Participation is mandatory. Products will not be forced, please order as necessary to support the display.**

## Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

Location	LCBO#	Description	Size (mL)	Supplying Source /Distributor	Offers
<b>A</b> Plinth (EA - EZA)	15041	Innis & Gunn Original	6 × 500	LCBO Warehouse	\$1.00 LTO
	516880	Mill Street Original Organic	6 × 473	1950 - Trillium Beverage Inc.	\$1.00 LTO
	541243	Creemore Springs Premium Lager	6 × 473	1757 - Creemore Springs Brewery	\$1.00 LTO
<b>B</b> New/ Seasonal (EA - EZB)	31721	Brock St Mango Tango Milkshake Ipa	473	397 - Brock Street Brewing	
	31993	Refiend Fool My Neighbour's Pool Peach Mango Smoothie IPA	473	5732 - Refined Fool Brewing Company	
	31572	Lake Of Bays Next Stop Tropical Fruit Pale Ale	473	8958 - Lake Of Bays Brewing	
<b>NOTE:</b> These are suggested products, participating stores should merchandise 6-9 new seasonal craft at manager's discretion.					
<b>C</b> Plinth (EA - EZH)	18	Heineken Lager	6 × 330	LCBO Warehouse	VA: Heineken Glassware
	302810	Heineken	6 × 500	LCBO Warehouse	\$1.05 LTO
	<b>VA/Merchandiser: Free Heineken Glassware with purchase of 18 Heineken Lager 6×330 mL.</b> The supplier will be providing the value-add/merchandiser to all participating stores for the start of the promotion. If stores run out, they should contact their Agent representative for additional stock.				
<b>D</b> End Aisle (EA - EZD)	17819	Stella Artois	6 × 473	275 - The Beer Store	\$1.00 LTO
	17820	Stella Artois	473	275 - The Beer Store	
	17823	Stella Artois	6 × 330	275 - The Beer Store	Contest

**Beer Excitement Zone A:** An assortment of premium lager beers.

**Beer Excitement Zone B:** An assortment of new and seasonal local Ontario craft beers. Selection is at store's discretion.

**Beer Excitement Zone C:** Purchase 1 × 18 Heineken Lager 6×330 mL and get free Heineken Branded Glassware.

**Beer Excitement Zone D:** Pair a Stella Artois with your favourite local dish.

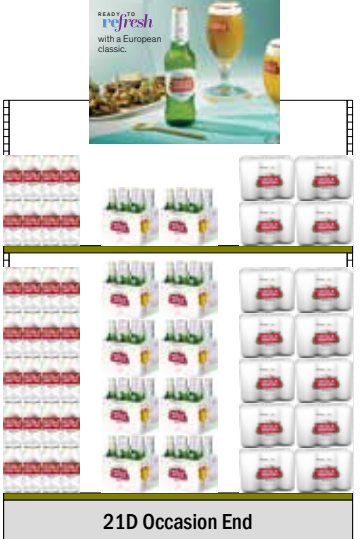
**Signage Components**

- A. Backer Card ENG/BIL (Re-order # 23P13-BEZ1)
- B. Generic Beer Backer Card ENG/BIL (Re-order # 23P11-BEZ2)
- C. Backer Card ENG/BIL (Re-order # 23P13-BEZ3)
- D. Backer Card ENG/BIL (Re-order # 23P13-BEZ4)
- A, C, D Pricer Cards ENG (Re-order # 23P13-BEZ5) / BIL (Re-order # 23P13-BEZ6)
- A, C, D Shelf Talkers ENG (Re-order # 23P13-BEZ7) / BIL (Re-order # 23P13-BEZ8)

**Merchandising Instructions**

- Merchandise the participating products according to the planogram.
- Install supplier-provided merchandiser and value-adds (where applicable), backer cards, pricer cards and pre-printed shelf talkers.
- **Beer Excitement Zone B:** Display a fully-assembled 8-pack carrier, filled with selection of new seasonal craft beer in the middle of the top shelf. Merchandise the generic Beer Excitement Zone B backer card until the end of P12.

Trade Copy



# Ontario Craft Beer

## END AISLE

### Overview

This program is currently running in select stores, highlighting local Ontario Craft Beer on End Aisles. Participating stores should ensure this program is executed as per the directions below to support these local breweries. Stores participating in the 8-Pack carrier program may merchandise their metal merchandiser adjacent to this End Aisle to encourage customers to fill their carrier with these products. **Participation is mandatory.**

### Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Supplying Source / Distributor
16769	Railway City - Playa Cerveza	473	8447 - Railway City Brewing Company
31576	White Tulip	473	1143 - Sawdust City Brewing Co.
28741	Muskoka Winter Beard Nitro Latte Stout	473	LCBO Warehouse
429712	Sultana Gold Ale	473	4277 - Lake Of The Woods Brewing Comp
442319	Collective Arts Stranger Than Fiction Porter	473	LCBO Warehouse
492017	Steam Whistle	2838	5577 - Steam Whistle Brewing / 275 - The Beer Store

### Merchandising Instructions

- Merchandise participating products on the End Aisle.
- Install pre-printed shelf talkers in front of products.
- Merchandise the new Ontario Craft Beer End Aisle backer card.

### 8-Pack Carrier stores:

- Remove a shelf from the back End Aisle and move to the top of the front end with the 8-Pack merchandiser displayed beside it (use case cuts/stack outs on the back end)
- Display a fully-assembled 8-pack carrier, filled with local bestselling Ontario Craft Beer on the top shelf.
- Choose products that are the most local to your market, highlighting near-by/ community breweries. Up to 10 skus may be featured on this end (2 on top shelf in assembled 8-Pack carriers, 4 on each of the bottom 2 shelves).

### Signage Components

- End Aisle Backer card ENG/BIL (Re-order # 23OP-OCB1)
- Shelf talkers  
ENG (Re-order #AIM-23P13-OCB1) / BIL (Re-order #AIM-23P13-OCB2)
- FLS designated stores must display the bilingual side of the product shelf talkers.



# ONTARIO WINES

## ON1: Go Local (VQA) - (EA-GL) (formerly known as Our Wine Country)

**This is a sold program. Participation is mandatory.** This Program is updated every promotional Period, supported by a LTO offer. Stores must order products required (minimum of one (1) cases per SKU). Stores on this Program will receive 2 sets of pre-printed shelf talkers to promote the products on the VQA Cube and Gondola fixtures. This will arrive in the mailbag.

### Key Dates (Feb 26 - Mar 25, 2023)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
164087	Sandbanks Sleeping Giant VQA	750	\$2.00 LTO
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00 LTO
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00 LTO
628404	Open Pinot Grigio VQA	750	\$1.00 LTO

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### PARTICIPATING STORES – VQA CUBE FIXTURE

##### Signage Components

- Cube Signs x2 "VQA Ontario" (Re-order # OWSIGN-001)
- Cube Sign "100% Ontario" (Re-order # OWSIGN-002)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P13-ON1)

##### Merchandising Instructions

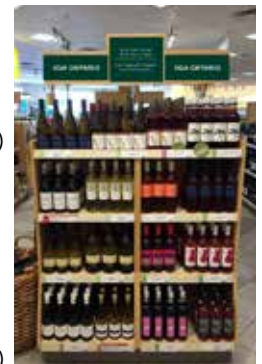
- Keep the Cube signs in place.
- Merchandise the participating products on the top shelf of the VQA Cube Fixture along with the shelf talker.



Cube Signs x 2  
(Re-order# OWSIGN-001)



Cube Sign  
(Re-order# OWSIGN-002)



#### PARTICIPATING STORES – VQA GONDOLA FIXTURE STORES

##### Signage Components

- Our Wine Country Backer Card (Re-order# NIVQA067)
- LTO Shelf Talkers ENG/BIL (Re-order # AIM-23P13-ON1)

##### Merchandising Instruction

- Keep the backer card in place.
- Merchandise the participating products on the top shelf of the VQA Gondola along with the pre-printed LTO Shelf Talkers.



Backer Card  
(Re-order#  
NIVQA067)



## **ON2: Our Buyer's Pick (VQA) - (OWC)** *(formerly known as Ontario Superstars)*

This program will feature **TWO (2) Ontario VQA** products every period promotional Period. Stores must order products required (minimum of three (3) cases per SKU) **This is a sold program. Participation is mandatory.**

### **Key Dates (Feb 26 - Mar 25, 2023)**

#### **Participating Stores**

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### **Participating Products**

LCBO#	Description	Size (mL)	Offers
6395	20 Bees Cabernet Merlot VQA	750	40 APP
63826	Wayne Gretzky Chardonnay VQA	750	45 APP

#### **Signage Components**

- Shelf Talkers ENG/BIL (Re-order # AIM-23P13-OWP1)
- Ontario Buyer's Pick Backer Card  
ENG (Re-order # AIM-23P13-OWP2)  
BIL (Re-order # AIM-23P13-OWP3)



#### **Merchandising Instructions**

##### **Cut-Case Display Stores:**

- **Option 1:** Remove cut-case display(s) and re-locate the program to the top shelf of an available VQA cubed gondola, with the supporting shelf talkers.
- **Option 2:** If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card.
- **Option 3:** If no available nearby discretionary end, install the shelf talkers in-section in front of the participating products.

##### **End Aisle Display Stores:**

- Stores that have ONE (1) VQA Gondola Fixture are to install the Backer Card on a single End Aisle display. Merchandise each participating product on the top shelf of the VQA gondola fixture display. If no available VQA end, re-locate the products to a nearby discretionary end using the Buyer's Pick Backer Card.

##### **Shelf Talker Only Stores:**

- Install the shelf talkers in-section in front of the participating products.



# VINTAGES

## V1 VINTAGES Essentials on Offer Program (EA - EAVL1)

This program leverages the tried-and-true customer favourites in the Essentials Collection to attract new customers to Vintages. Each turn of the program now spans one promotional period and features two products on LTO on a front-facing end aisle display. **This is a sold program. Participation is mandatory.**

### Key Dates (Feb 27 - Mar 26, 2023)

#### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Participating Products

LCBO#	Description	Size (mL)	Offers
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00 LTO
729392	>Marai De Marai Extra Dry Blue Bottle (Foss	750	\$2.00 LTO

#### Signage Components

- Shelf Talkers (Re-order# AIM-23P13-VINT1)
- Vintages-Size Backer Card (Re-order# AIM-23P13-VINT2)
- LCBO-Size Backer Card (Re-order# AIM-23P13-VINT3)

#### Merchandising Instructions

- Merchandise products together on a frontfacing/primary end aisle.
- Install the backer card and LTO offer shelf talkers.
- Pre-printed shelf talkers should be installed over top of the bin tag using the shelf talker clip.



V2

## VINTAGES Wines of the Month

Wines of the Month are part of every release and are recognized as Vintages' two favourite wines out of the more than 120 released every two weeks. **Participation is mandatory.**

### Key Dates (March 4, 2023 Release)

#### Mandatory Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

#### Important Note

If your store receives the corresponding signage components for this program, you are expected to merchandise it. If you do not have an available end, or sufficient inventory, install the pre-printed signage in front of the participating product(s) on-shelf.

#### Participating Products

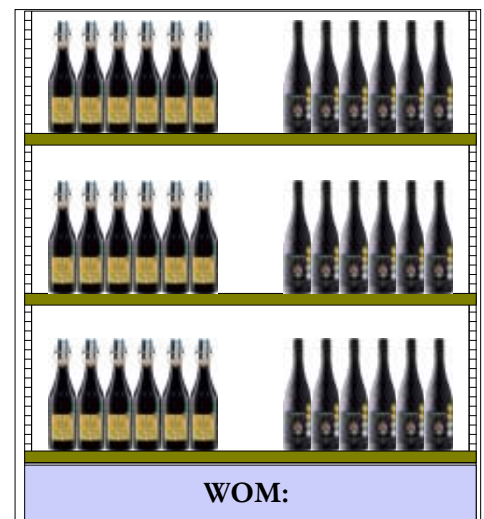
LCBO#	Description	Size (mL)
<b>March 4 Release</b>		
544056	Villa Teresa Organic Prosecco	750
12842	Angove Family Crest Shiraz	750

#### Signage Components

- Year-round backer card kit ENG/BIL:  
Vintages fixtures (Re-order# VBC042)  
LCBO fixtures (Re-order# VBCL056)
- Pre-printed shelf talker ENG/BIL
- Bin tag overlay:  
2" English: VBTC001 / 2" French: VBTC004  
1.75" English: VBTC009 / 1.75" French: 1 VBTC010

#### Merchandising Instructions

- Merchandise products together according to the planogram for each release.
- Install the Wines of the Month backer card from your year-round kit.
- Install the pre-printed shelf talkers in front of the participating products.
- Use the Bin tag overlay to highlight products that are part of the Essentials Collection. Pre-printed shelf talkers should be installed over top of the bin tag and overlay using the shelf talker clip. Ensure the overlay message is still visible.



## VINTAGES LTO/Aeroplan Program | Key Dates (Feb 26 - Mar 25, 2023)

The signage will arrive in the mailbag the week before the promotional period starts; safely store signage until the promotion starts. This is a mandatory supplier program. All in-channel shelf talkers for the participating products should be installed at the start of the period. If you do not receive your kit, please call Customer Care Retail Field Store Support to request one.

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Signage Components

- The in-channel shelf talker (4" w. x 2" h.) should be installed over top of the product's bin tag.
- Shelf Talkers (Re-order# AIM-23P13-VLTO1)

### Participating Products

LCBO#	Description	Size (mL)	Offers	LCBO#	Description	Size (mL)	Offers
0284943	Francis Coppola Sofia Rosé	750	50 APP	0522672	Lakeview Cellars Vidal Icewine	200	\$3.00 LTO
0360222	Seven Falls Cellars Cabernet Sauvignon	750	100 APP	0964221	Le Volte Dell'ornellaia	750	\$2.00 LTO
0059311	The Seven Deadly Zins Old Vine Zinfandel	750	120 APP	0069377	Monte Antico	750	\$2.00 LTO
0419770	Wines Of Substance Cabernet Sauvignon	750	150 APP	0650713	Monte Zovo Sa' Solin Valpolicella Ripasso Superiore Doc	750	\$2.00 LTO
0660241	Bonanza California Cabernet Sauvignon	750	\$3.00 LTO	0165662	Monte Del Frà Lena Di Mezzo Valpolicella Ripasso Classico Superiore	750	\$2.00 LTO
0949651	Chateau Ste. Michelle Syrah	750	\$2.00 LTO	0326090	Oyster Bay Pinot Grigio	750	\$2.00 LTO
0226035	Château Teyssier	750	\$2.00 LTO	0285544	Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.00 LTO
0210047	Columbia Crest H3 Cabernet Sauvignon	750	\$2.00 LTO	0595280	Porcupine Ridge Syrah	750	\$3.00 LTO
0167189	Dandelion Vineyards Lionheart Of The Barossa Shiraz	750	\$2.00 LTO	0954834	Rodney Strong Estate Russian River Valley Pinot Noir	750	\$3.00 LTO
0020485	Dixie & Bass Red Blend	750	\$2.00 LTO	0408658	Santa Carolina Reserva De Familia Cabernet Sauvignon	750	\$2.00 LTO
0729392	Foss Marai Extra Dry	750	\$2.00 LTO	0446146	Sidewood Shiraz	750	\$2.00 LTO
0708305	Francis Coppola Diamond Collection Chardonnay	750	\$2.00 LTO	0608653	Sonoma-Cutrer Russian River Ranches Chardonnay	750	\$5.00 LTO
0521021	Francis Coppola Diamond Collection Ivory Label Cabernet Sauvignon	750	\$2.00 LTO	0343517	Tessellae Old Vines Grenache/Syrah/Mourvèdre	750	\$2.00 LTO
0025655	Frind Pinot Noir Cuveé	750	\$2.00 LTO	0026828	The Prisoner Red Blend	375	\$3.00 LTO
0308122	Ghost Pines Winemaker's Blend Chardonnay	750	\$2.00 LTO	0038117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00 LTO
0454876	Ghost Pines Winemaker's Blend Merlot	750	\$2.00 LTO	0024766	Viña Del Pedregal Kidia Reserve Carmenère	750	\$2.00 LTO
0231282	Ken Forrester Old Vine Reserve Chenin Blanc	750	\$1.50 LTO	0377036	Wakefield Jaraman Shiraz	750	\$2.00 LTO
0925453	Kilikanoon Killerman's Run Shiraz	750	\$2.00 LTO	0011452	Willm Réserve Riesling	750	\$1.50 LTO

## VINTAGES Ontario Our Buyer's Picks Program

The VINTAGES Our Buyer's Picks program showcases the best of local producers, all recommended by LCBO Buyers. Each period there will be three Ontario Our Buyer's Picks: two LCBO wines and one VINTAGES Essential. Participation is mandatory.

### Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Product

LCBO#	Description	Size (mL)	Offers
38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	\$3.00 LTO

### Signage Components & Merchandising Instructions

#### Signage re-order code: AIM-23P13-VBP

#### Pricer Card ENG/FR

- Merchandise the participating product in a cut-cawse display in a prominent area of the Vintages section. Install the pricer card and keep the display fully merchandised. Take down once stock is sold out, or by March 26, 2023.

#### Pre-printed Shelf Talker ENG/FR

- Install the pre-printed shelf talker in front of the featured product, in its on-shelf position within the VINTAGES section, with a miracle stick (available at central supply #692012). Take down once stock is sold out, or by March 26, 2023.

#### Basket Sign Insert ENG/BIL (Our Wine Country stores only)

- Merchandise the participating product in a basket. Install the basket sign insert in the metal holder.
- Display the fully merchandised basket in the LCBO section across from/near the VQA fixture. Take down once stock is sold out, or by March 26, 2023.

#### Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)

- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of Superstar products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



Basket Sign



Pricer Card



Shelf Talker

# FLEX SPACE



## Overview

Flex Space is a dedicated display space in the Wines section that draws customers' attention to featured products (e.g. new arrivals, LTOs, label changes, Vintages Essentials, etc.) and creates an engaging shopping experience. There are 4 Flex Spaces (USA, Europe, Australia/New Zealand and Chile/Argentina/South Africa) and **they are all sold to the Trade (participation is mandatory).**

## Key Dates (Feb 26 - Mar 25, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/Store-ParticipationLookup.aspx>)

## Merchandising Instructions

- Flex Spaces FSB, FSC, FSD and FSE are sold to the Trade and will be Promo Forced. SOQs of all participating stores will reflect minimum case orders for paid SKUs. Please continue to order healthy stock to support FSA (Sparkling/Rosé) and FSF (Organic) as required.
- Please refer to the planoguides for product placement. Negative space has been left in the planoguide to reduce the level of inventory being ordered to merchandise these sections.
- Each section is merchandised within the natural flow of shelf breaks, making it easy to maintain.
- The planoguides are for examples only. Based on your store fixture size, please increase or decrease product facings to create an impactful display.
- Install the flex space box signs and bin strips. Note: The P12 FSB box sign will remain in place for the duration of P13.
- Merchandise the shelf talkers in front of participating products. Note: The FSB products will carry over from P12.
- Install perpendicular shelf talker in front of the FSC products to highlight the cocktail recipe.

## Signage Components

### New signage components for P13:

- FSA Rosé Flex Space Box Sign ENG/BIL (Re-order # 23P13-FS1)
- FSC Europe Flex Space Box Sign ENG/BIL (Re-order # 23P13-FS3)
- FSD Australia/New Zealand Flex Space Box Sign ENG/BIL (Re-order # 23P13-FS4)
- FSE Chile/Argentina/South Africa Flex Space Box Sign ENG/BIL (Re-order # 23P13-FS5)
- Shelf Talkers ENG (Re-order # 23P13-FS6) / BIL (Re-order # 23P13-FS7)
- Bin Strips - solid colour (Re-order # 23P13-FS8)
- Perpendicular Shelf Talkers ENG (Re-order # 23P13-FS9) / BIL (Re-order # 23P13-FS10)

### Continue to display the below signage from P12:

- FSB USA Flex Space Box Sign ENG/BIL (Re-order # 23P12-FS2)

### Flex Space FSC Europe:

#### Bundled Aeroplane Offer

Buy any 500 mL Martini Vermouth  
+ 1 of the 3 spirit options  
= 100 Aeroplane Bonus Points

Buy any 1L Martini Vermouth  
+ 1 of the 3 spirit options  
= 130 Aeroplane Bonus Points



FSC Europe  
Perpendicular  
Shelf Talker

## Participating Products

Box signs	LCBO#	Description	Size (mL)	Offers
<b>(FSA) Sparkling/Rosé Flex Space “Shop and Earn on Italian Wines”</b>				
	22195	Fresco Di Masi Bianco	750	100 APP
	22196	Fresco Di Masi Rosso	750	100 APP
	27001	Masi Modello Prosecco Doc Brut	750	100 APP, Wine Fridge
	564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100 APP
<b>(FSB) USA - California Flex Space “Ready to Refresh with California wines under \$15”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
<b>Note: The FSB products and box sign will carry over from P12.</b>				
	13248	Woodbridge by Robert Mondavi Rosé	750	VA: Miss Vickie's Chips
	40501	Woodbridge By Robert Mondavi Sauvignon Blanc	750	
	99408	Woodbridge By Robert Mondavi Chardonnay	750	VA: Miss Vickie's Chips
	494492	Woodbridge By Robert Mondavi Merlot	750	VA: Miss Vickie's Chips
<b>(FSC) Europe - Italy/SE Flex Space “Vermouth For Classic Cocktails”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	95935	Grey Goose Vodka	750	Bundle APP Offer
	215343	Martini Sweet Vermouth Red	1000	Bundle APP Offer
	215418	Martini Sweet Vermouth Red	500	Bundle APP Offer
	217281	Bombay Sapphire London Dry	1140	\$2.00 LTO + Bundle APP Offer
	218040	Martini Bianco Vermouth	1000	Bundle APP Offer
	253906	Martini Dry Vermouth White	500	Bundle APP Offer
	253914	Martini Dry Vermouth White	1000	Bundle APP Offer
	492520	Bacardi 8 Year Old Reserva Gold Rum	750	Bundle APP Offer
<b>(FSD) Australia/New Zealand Flex Space “South Australian Wines Under \$20”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	91702	Red Knot Cabernet Sauvignon	750	\$2.00 LTO
	167189	>Dandelion Lionheart Of The Barossa Shiraz	750	\$2.00 LTO
	270017	Jacob's Creek Reserve Chardonnay	750	80 APP
	285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.00 LTO
	441543	Wakefield Promised Land Shiraz	750	\$3.00 LTO
	464743	Angove Organic Cabernet Sauvignon	750	\$2.00 LTO
	470062	Yalumba Y Series Viognier	750	60 APP
	619395	Red Knot Shiraz	750	
	925453	>Kilikanoon Shiraz Killermans Run	750	\$2.00 LTO
<b>(FSE) Chile/Argentina Flex Space “Chilean Wines Under \$15”</b>				
<b>*Mandatory Participation: This is a SOLD promotion.</b>				
	16363	Cono Sur Pinot Noir Organic	750	
	64287	Cono Sur Bicicleta Viognier	750	100 APP, Wine Fridge
	230565	Cono Sur Chardonnay Organic	750	
	318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100 APP, Wine Fridge
	341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00 LTO
	524371	Cono Sur Bicicleta Cabernet Sauvignon	750	\$2.00 LTO

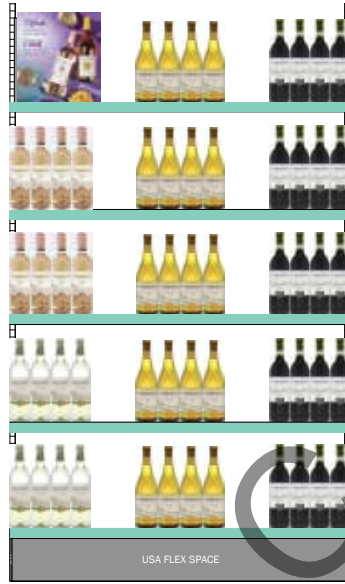


This planoguide is for example only. Based on your store fixture size and product assortment, please increase or decrease product facings to create an impactful display.

**Sparkling Flex Space**



**USA Flex Space**



**Australia/New Zealand Flex Space**



**Chile/Argentina Flex Space**



**EUROPE Italy/SE Flex Space**



**Bundled Aeroplan Offer:**

Buy any 500 mL Martini Vermouth  
+ 1 of the 3 spirit options  
**= 100 Aeroplan**

Buy any 1L Martini Vermouth  
+ 1 of the 3 spirit options  
**= 130 Aeroplan**

# FRONT END MERCHANDISER

## Spirited Picks Program

Promo Code: CE1

Stores with 2 or more full-sized FEM fixtures will merchandise the Spirited Picks products on the fixture closest to the entrance of the store. **This is a sold program. Participation is mandatory.**

**Key Dates (Feb 26 - Mar 25, 2023)**

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

LCBO#	Description	Size (mL)	Offers
276568	Jack Daniel's Tennessee Honey	375	50 APP
417261	Hendrick's Gin	375	60 APP

### Signage Components

- Spirited Picks Shelf Talkers ENG (Re-order #AIM-23P13-SP2) / BIL (Re-order #AIM-23P13-SP3)
- Perpendicular Shelf Talker ENG (Re-order #AIM-23P13-SP4) / BIL (Re-order #AIM-23P13-SP5)

### Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser closest to the entrance of the store.
- Install the shelf talkers in front of the participating products.
- Ensure the perpendicular shelf talker is installed in the bin strip channel on the fixture.





# FEM 1, 2, and 3 Sold Space Program

This is a sold program. Participation is mandatory.

Key Dates (Feb 26 - Mar 25, 2023)

## Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

## Participating Products

	LCBO#	Description	Size (mL)	Offers
Brown Spirits (FEM1)	396671	360 Double Chocolate Vodka	375	40 APP
Wines/Wine in Cans (FEM2)	29507	Folonari Pinot Grigiodelle Venezia Doc	375	50 APP
Brown Spirits/Liqueurs (FEM3)	230987	Jameson Irish Whiskey	375	\$1.00 LTO

## Signage Components

- FEM1 Shelf Talkers ENG (Re-order #AIM-23P13-FEM1) / BIL (Re-order #AIM-23P13-FEM2)
- FEM2 Shelf Talkers ENG (Re-order #AIM-23P13-FEM3) / BIL (Re-order #AIM-23P13-FEM4)
- FEM3 Shelf Talkers ENG (Re-order #AIM-23P13-FEM5) / BIL (Re-order #AIM-23P13-FEM6)

## Merchandising Instructions

- Merchandise the participating products on the top shelf of the Front End Merchandiser.
- Install the shelf talkers in section in front of the participating products.



Brown Spirits (FEM1)



Wines/Wine in Cans (FEM2)



Brown Spirits/Liqueurs (FEM3)

# Top Picks (Formerly Beer, Cider & RTD) IMPULSE DISPLAYS

CE3, CE4, CE5, CE6

To allow room at the Cash End for the Staff Picks Program, the Beer, Cider & RTD Impulse Displays (now known as Top Picks) will be relocated to the Cash Desks (alternating with Staff Picks in stores with more than 5 cash disks).

**This is a sold program. Participation is mandatory.**

## Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

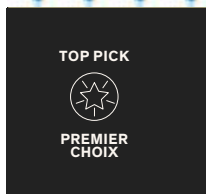
### Merchandising Instructions

- **Stores with 4 (or fewer) Cash Desks:** Merchandise Top Picks products in cut case displays at the desk. Staff Pick products may be merchandised on top of the Cash Desk (behind the plexi-shield) Install the pricer cards in front of participating products.
- **Stores with 5 (or more) Cash Desks:** Alternate the Top Picks products with Staff Picks products at each Cash Desk. Ensure all 4 Top Picks products are merchandised. Staff Pick products may continue to be merchandised on the Cash Desk (behind the plexi-shield)

### Signage Components

- Dual Staff Picks/Top Picks Riser Wrap ENG (Re-order# 23OP-SPP1) /BIL (Re-order# 23OP-SPP2)
- Pricer Card ENG (Re-order #AIM-23P13-FEM7) / BIL (Re-order #AIM-23P13-FEM8)

CE3



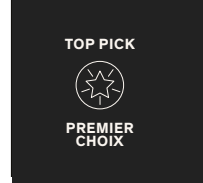
24339 | Twisted Shotz Island  
Thunder | 4 x 30 mL  
\$0.50 LTO

CE4



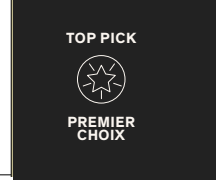
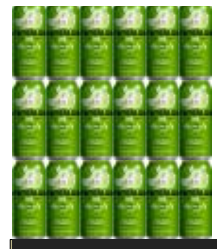
514851 | Okanagan Apple  
Cider | 473 mL | \$0.30 LTO  
(LCBO Warehouse)

CE5



24369 | Nude Pink Lemonade  
355 mL | 10 APP

CE6



339895 | Waterloo IPA  
(275/TBS)  
473 mL | 10 APP

# THE COLD ROOM SPIRITS DISPLAY (CM)

The Cold Room Spirits Display program will provide Spirits display space in high-traffic areas near the beer cold room. The program is aimed at encouraging customers to view Spirits as an appropriate and relevant beverage alcohol choice for a variety of occasions throughout the seasons. This sold program display will encourage cross-category shopping.

**This is a sold program. Participation is mandatory.**

## Key Dates (Feb 26 - Mar 25, 2023)

### Participating Stores

Please refer to the Participation Lookup page for information (<http://home.lcbo.com/CustomerExperience/Pages/StoreParticipationLookup.aspx>)

### Participating Products

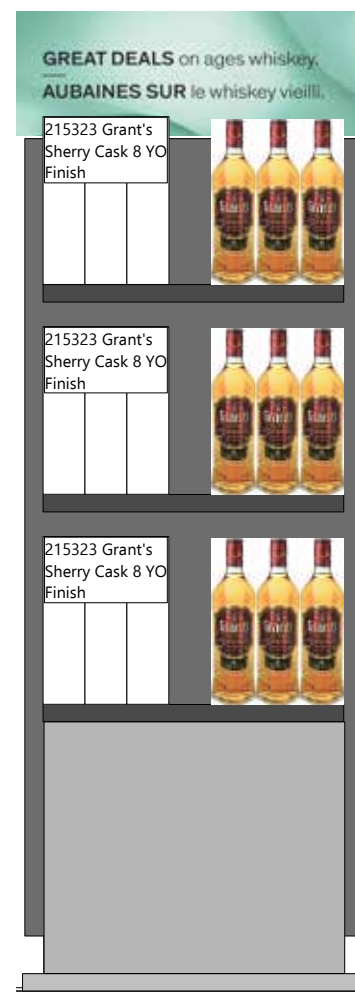
LCBO#	Description	Size (mL)	Offers
21532	Grant's Sherry Cask 8YO Finish	750	\$5.00 LTO
31112	Grant's Triple Wood Blended Scotch Whisky	750	150 APP

### Signage Components

- A-Frame Sign ENG (Re-order #23P13-AF1) / BIL (Re-order #23P13-AF2)
- Shelf Talker ENG (Re-order #23P13-AF3) / BIL (Re-order #23P13-AF4)

### Merchandising Instructions

- Ensure the fixture is by the beer cold room or beer section of the store.
- Merchandise the participating products according to the planogram.
- Install the pre-printed shelf talkers on the fixture.
- Merchandise the A-frame sign.



# Turn 3

## WINE FRIDGE

Period 12 - Period 2

This is a Sold Program and participation is mandatory. Participating products have paid for premium shelf positioning. Stores must bring in participating products for display in the wine fridge. Refer to the Wine Fridge Turn 3 guide for participating products. **This is a sold program. Participation is mandatory.**

### Participating Stores

#### Group A Stores

5, 10, 15, 18, 19, 25, 31, 36, 38, 40, 41, 83, 140, 143, 148, 149, 156, 163, 164, 182, 195, 207, 212, 214, 228, 234, 242, 243, 269, 279, 288, 295, 311, 326, 329, 334, 346, 355, 362, 371, 384, 388, 390, 391, 393, 394, 397, 412, 431, 432, 434, 437, 438, 444, 445, 452, 453, 457, 470, 486, 494, 497, 499, 505, 511, 528, 534, 536, 542, 545, 547, 556, 566, 568, 569, 573, 601, 619, 624, 627, 630, 631, 632, 641, 653, 668, 672, 675, 680, 698, 741, 748, 751, 771, 776

#### Group B Stores

14, 23, 26, 27, 33, 34, 45, 50, 51, 52, 55, 59, 60, 61, 62, 63, 64, 68, 70, 72, 74, 77, 79, 80, 81, 86, 87, 90, 95, 97, 101, 110, 115, 124, 125, 130, 132, 139, 144, 152, 154, 155, 168, 177, 179, 183, 187, 190, 191, 192, 196, 197, 200, 201, 202, 205, 208, 209, 210, 211, 216, 218, 219, 221, 222, 225, 229, 236, 244, 248, 249, 252, 255, 263, 266, 268, 270, 278, 287, 297, 300, 302, 310, 320, 321, 325, 340, 341, 343, 344, 351, 353, 358, 359, 361, 367, 368, 373, 378, 381, 382, 387, 392, 395, 399, 400, 401, 406, 407, 415, 416, 417, 427, 428, 436, 454, 456, 458, 459, 465, 469, 489, 490, 491, 495, 496, 501, 502, 521, 526, 532, 533, 537, 539, 544, 550, 553, 554, 559, 564, 579, 580, 582, 584, 586, 593, 602, 605, 614, 617, 633, 634, 635, 637, 638, 639, 642, 643, 644, 649, 658, 660, 667, 670, 674, 684, 691, 694, 695, 697, 699, 700, 743, 744

#### Group C Stores

3, 4, 7, 9, 11, 12, 13, 16, 32, 39, 43, 49, 57, 73, 82, 84, 85, 94, 96, 99, 102, 103, 105, 109, 112, 119, 122, 137, 153, 157, 160, 161, 167, 175, 181, 186, 193, 199, 217, 223, 224, 227, 230, 231, 233, 238, 239, 251, 253, 254, 259, 261, 264, 273, 275, 281, 284, 286, 289, 299, 305, 306, 314, 316, 318, 324, 333, 335, 345, 349, 366, 370, 372, 374, 380, 386, 402, 403, 404, 408, 418, 419, 430, 435, 441, 443, 461, 473, 481, 485, 504, 517, 546, 552, 562, 581, 596, 598, 609, 618, 626, 640, 645, 648, 651, 661, 671, 677, 679, 685, 701, 703, 706, 746, 749, 754, 755, 756, 757, 758, 760, 761

#### Group D Stores












1, 6, 17, 20, 21, 22, 24, 28, 29, 30, 35, 42, 44, 46, 47, 48, 53, 54, 56, 58, 65, 69, 71, 78, 88, 91, 93, 98, 106, 107, 113, 116, 123, 128, 136, 145, 150, 158, 165, 166, 169, 171, 174, 178, 188, 198, 220, 226, 232, 237, 246, 247, 250, 258, 260, 276, 293, 294, 296, 298, 301, 308, 312, 323, 330, 331, 363, 364, 369, 383, 385, 389, 398, 411, 414, 420, 425, 426, 429, 446, 449, 450, 462, 467, 468, 477, 482, 483, 484, 492, 500, 510, 519, 522, 523, 527, 529, 530, 540, 549, 551, 555, 561, 571, 575, 585, 587, 589, 590, 594, 612, 616, 623, 629, 646, 647, 650, 652, 654, 655, 657, 665, 676, 686, 693, 702, 753, 762






### Merchandising Instructions & Signage Component

- Available Chilled Bin Tag Underlay ENG/BIL (Re-order # 22OP-BTU3)
- Merchandise the "Available Chilled" bin tag underlays throughout the store in front of products available in the Wine Fridge.
- Pre-printed shelf talkers should be installed over top of the bin ticket and overlays using the shelf talker clip. Ensure the underlays message is still visible.



# ON SHELF

Description	Component Specifications	Re-Order#	Images (examples only)
End Aisles Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P13-ST1 BIL: 23P13-ST2	
PREMIUM Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P13-ST12 BIL: 23P13-ST13	
PREMIUM VA Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P13-STVA5 BIL: 23P13-STVA6	
PREMIUM VA Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG: 23P13-STVA7 BIL: 23P13-STVA8	
STANDARD Shelf Talker Bundle ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P13-ST14 BIL: 23P13-ST15	
STANDARD VA Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	ENG: 23P13-STVA9 BIL: 23P13-STVA10	
STANDARD VA Perpendicular Shelf Talker ENG/BIL	Perpendicular Shelf Talkers 4" w x 5" h	ENG: 23P13-STVA11 BIL: 23P13-STVA12	
Branded Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P13-ST3 BIL: 23P13-ST4	
Community Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P13-ST5 BIL: 23P13-ST6	
Discovery Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P13-ST7 BIL: 23P13-ST8	
Go Green Extender Strip ENG/BIL	Extender Strips 12" w x 2½" h	ENG: 23P13-ST9 BIL: 23P13-ST10	

Description	Component Specifications	Re-Order#	Images (examples only)
Generic Blank Pricer Cards (Operational) Note: If stores require blank pricer cards, please use the black/white operational version that is available to order via Customer Care Retail Field Support.	Pricer Cards 8" w x 7" h	692111	
Generic Blank Extender Strips (25pk)	Extender Strips 12" w x 2½" h	23P13-ST11	
Blank Bin Tags for General Use (50pk)	Bin Tags 6" w x 1¾" h	749358	
Aeroplan Shelf Talker ENG/BIL	Shelf Talkers 6½" w x 1¾" h	AIM-23P13-ANS	
"SAVE" Shelf Talkers ENG/BIL (Limited Time Offer Program)	Shelf Talkers 6½" w x 1¾" h	AIM-23P13-LTO	

Trade Copy

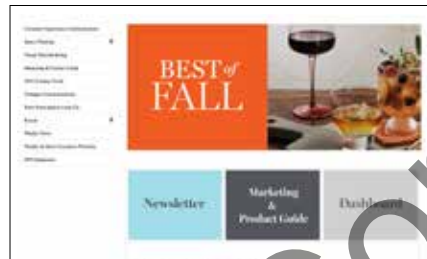
# Sold Space WORKSHEETS

An electronic version (MS Excel format) of these worksheets is available on the Customer Experience Portal Site.

Quick links to Excel versions of the Worksheets can also be found every week in the [Customer Experience Newsletter](#) or by navigating to the <http://home.lcbo.com/CustomerExperience/Pages/Marketing-and-Product-Guidelines.aspx> page on the Portal.



Weekly Newsletter



Customer Experience Portal Site



Marketing & Product Guidelines

Trade Copy

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	1A	7880	Johnnie Walker Black 12 Yr	750	VA, FFA
<input type="checkbox"/>	<input type="checkbox"/>		217802	Johnnie Walker Black Label	1140	LTO
			422006	Johnnie Walker Black Label Scotch	1750	
<input type="checkbox"/>	<input type="checkbox"/>	1B	1099	Johnnie Walker Red Label	750	VA
			112896	Johnnie Walker Red Label	1750	LTO
			217794	Johnnie Walker Red Label	1140	
<input type="checkbox"/>	<input type="checkbox"/>	2A 2B	545160	Tito's Handmade Vodka	1750	VA
			597559	Tito's Handmade Vodka	750	LTO
			628990	Tito's Handmade Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	3A	29219	Barefoot Bright & Breezy Pinot Grigio	750	
			29224	Tangled Tree Chocolate Cabernet Sauvignon	750	
			29505	Sunlight Sangiovese Rubicone Organic lgt	750	
			29506	Gerard Bertrand Pollinat Syrah	750	
<input type="checkbox"/>	<input type="checkbox"/>	3B	25753	Pete's Pure Cabernet Sauvignon	750	LTO
			25843	California Roots Cabernet Sauvignon	750	LTO
			226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	LTO
			231282	>Ken Forrester Old Vine Reserve Chenin Blanc	750	LTO, Wine Fridge
			343517	>(V)G.S.M. Old Vine Tessell Ct Rouss (Lafage)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	4A	1487	Crown Royal	750	LTO, Mini Thematic
			114694	Crown Royal	1750	VA
			217950	Crown Royal	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>	4B	10357	Crown Royal Peach	750	VA
			224352	Crown Royal Black	750	
			434092	Crown Royal Northern Harvest Rye	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5A	5959	Baileys Irish Cream	750	VA
			19419	Baileys Deliciously Light	750	VA
			605956	Baileys Irish Cream Liquor	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	5B	5959	Baileys Irish Cream	750	VA
			193490	Baileys Irish Cream	1750	
			605956	Baileys Irish Cream Liquor	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	6A 6B	16608	Aviation Gin	375	APP
			21996	Aviation Gin	1750	VA
			129940	Aviation Gin	750	LTO



## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	7A 7B	269761	Raymond Classic Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		429761	Santa Julia Reserva Malbec	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		620054	Babich Sauvignon Blanc	750	LTO, Wine Fridge
<input type="checkbox"/>	<input type="checkbox"/>	8A 8B	14910	Bushmills Irish Whiskey	750	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>		61374	Bushmills Black Bush	750	APP, FNT
<input type="checkbox"/>	<input type="checkbox"/>		131870	Bushmills Malt 10 Year Old	750	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>	9A 9B	225243	Stoli Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		225250	Stoli Vodka	1140	APP
<input type="checkbox"/>	<input type="checkbox"/>		272716	Stoli Vodka	1750	
<input type="checkbox"/>	<input type="checkbox"/>	10	19969	Liberty Village Peach Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		19998	Cowbell Rose Cider (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		24890	Cowbell Brewing Co. Original Cider (458)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		541219	KW Craft Cider Can (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		635227	Liberty Village Dry Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		688671	Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	11	14354	Appleton Estate 8YO Reserve	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>		14355	Appleton Estate 12YO Rare	750	LTO, Necktag
<input type="checkbox"/>	<input type="checkbox"/>		177808	Appleton Estate V/X Signature Blend	750	Necktag
<input type="checkbox"/>	<input type="checkbox"/>	12	20362	Finlandia Vodka	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		114967	Finlandia Vodka	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>		216820	Finlandia Vodka	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	13	73163	Casal Thaulero Pinot Grigio Igt	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		669200	Ciao Pinot Grigio Organic Carton	1000	LTO
<input type="checkbox"/>	<input type="checkbox"/>	14	491803	Southern Comfort (P.E.T)	375	APP
<input type="checkbox"/>	<input type="checkbox"/>		491811	Southern Comfort	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		491829	Southern Comfort	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>	15	10157	Jameson Irish Whiskey	750	LTO, FNT
<input type="checkbox"/>	<input type="checkbox"/>		207613	Jameson Irish Whiskey	1140	VA
<input type="checkbox"/>	<input type="checkbox"/>		275933	Jameson Irish Whiskey	1750	LTO, VA, FNT
<input type="checkbox"/>	<input type="checkbox"/>	16	10937	Forty Creek Double Barrel Reserve Whisky	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		350207	Forty Creek Copper Bold Whisky	1140	Necktag
<input type="checkbox"/>	<input type="checkbox"/>		350629	Forty Creek Barrel Select Whisky	1140	LTO, Necktag

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	17	561381	Pelee Island Pinot Grigio Bag In Box	3000	APP
<input type="checkbox"/>	<input type="checkbox"/>		594168	Pelee Island Merlot	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		621219	Pelee Island Pinot Grigio	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	18	984	Alberta Premium Whisky	750	
<input type="checkbox"/>	<input type="checkbox"/>		54213	Alberta Premium Whisky (P.E.T)	1750	
<input type="checkbox"/>	<input type="checkbox"/>		216226	Alberta Premium Whisky	1140	
<input type="checkbox"/>	<input type="checkbox"/>	19	14730	Ciroc Mango	750	
<input type="checkbox"/>	<input type="checkbox"/>		334110	Ciroc Peach	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		334128	Ciroc Red Berry	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	20	122390	The Beachhouse Sauvignon Blanc	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		620104	Angels Gate Sussreserve Riesling VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		649723	Adesso Merlot D'Italia	1500	LTO
<input type="checkbox"/>	<input type="checkbox"/>	FFA	7880	Johnnie Walker Black 12 Yr	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		10558	Roe & Co Blended Irish Whiskey	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>		54866	Bulleit Bourbon Frontier Whiskey	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		173559	Tequila Don Julio Reposado	750	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		363770	Ketel One Vodka	1140	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		409490	Singleton Of Dufftown 12 Year Old	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		417295	Ciroc Original Unflavoured	750	VA
<input type="checkbox"/>	<input type="checkbox"/>		600163	Tanqueray No. Ten Gin	750	APP, VA
<input type="checkbox"/>	<input type="checkbox"/>		1222	Wiser's Special Blend	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		2360	J & B Rare	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	FFB	10912	Gran Centenario Anejo	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		452615	Herradura Reposado Tequila	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		18224	Vodkow Cream	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		19441	Dejado Tequila Blanco 100% Agave	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		27647	Cloud House Cold Brew Infused Colombian Rum	750	APP
<input type="checkbox"/>	<input type="checkbox"/>		34579	Prince Igor Extreme Vodka (P.E.T)	1140	LTO
<input type="checkbox"/>	<input type="checkbox"/>		45898	Bacardi Superior White Rum (P.E.T)	1750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		53082	Alberta Pure Vodka (P.E.T)	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>	330803	Bowmore 12 Year Old Islay Single Malt	750	APP	
<input type="checkbox"/>	<input type="checkbox"/>		369819	Mount Gay Eclipse Rum	1750	APP
<input type="checkbox"/>	<input type="checkbox"/>		544155	Iceberg Vodka (P.E.T)	1750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
			1487	Crown Royal	750	End Aisle, LTO
			11130	Dewar's White Label Whisky	750	Necktag
			18306	Johnnie Walker Double Black	750	
			28049	Zirkova Unity Vodka	750	VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic A</b>	273516	Ron Zacapa 23 Centenario Rum	750	
			316844	Bombay Sapphire London Dry	750	Necktag
			479980	Macallan 12 YO Double Cask	750	LTO
			482612	Pike Creek Double Barreled Canadian Whisky	750	LTO
			536946	J.P. Wiser's 15 YO Canadian Whisky	750	LTO
			636845	Redbreast 12 Year Old Irish Whiskey	750	LTO
			11452	>(V) Riesling Reserve (Alsace Willm)	750	LTO
			12618	Stoneleigh Lighter Sauvignon Blanc	750	LTO
			15875	Moselland Bernkasteler Kurfurstlay Riesling	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	<b>Mini Thematic B</b>	20264	Popcorn Chardonnay VQA	750	LTO, Wine Fridge
			22612	Bread & Butter Sauvignon Blanc	750	LTO, Wine Fridge
			25229	Pontificis Gsm	750	LTO
			25651	Lola Limited Edition White VQA	750	LTO, Wine Fridge
			284943	>Francis Coppola Sofia Rosé	750	APP
			458521	Pelee Island Pinot Noir Reserve VQA	750	LTO
			10157	Jameson Irish Whiskey	750	End Aisle, LTO
			17055	Jameson Cold Brew Irish Whiskey	750	LTO, VA
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Premium</b>	207613	Jameson Irish Whiskey	1140	End Aisle, VA
			275933	Jameson Irish Whiskey	1750	End Aisle, LTO, VA
			292615	Jameson Black Barrel	750	LTO, VA
			429258	Jameson Caskmates Stout Irish Whiskey	750	LTO
			635391	Jameson Caskmates IPA Irish Whiskey	750	LTO
			11945	Proper No. Twelve	750	LTO
			12197	Five Farms Single Batch Irish Cream Liqueur	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	<b>Front Nesting Table Standard</b>	14910	Bushmills Irish Whiskey	750	End Aisle, LTO
			61374	Bushmills Black Bush	750	End Aisle, APP
			71746	Tullamore Dew Irish Whiskey	750	LTO
			131870	Bushmills Malt 10 Year Old	750	End Aisle, LTO
			334045	Kilbeggan	750	LTO

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
<input type="checkbox"/>	<input type="checkbox"/>	Case Savings Wines Block Pile	308122	Ghost Pines Chardonnay Winemaker's Blend	750	LTO
			392647	Carnivor Cabernet Sauvignon	750	LTO
			521021	Francis Coppola Diamond Collection Cab Sauv	750	LTO
			608653	Sonoma-Cutrer Chardonnay Rus River Ranches	750	LTO
			647644	Bread & Butter Cabernet Sauvignon	750	LTO
			660241	Bonanza Lot 3 California Cabernet Sauvignon	750	LTO
			954834	Rodney Strong Pinot Noir Russian River	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Display: Glendalough	516096	Glendalough Double Barrel Irish Whiskey	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Enhanced Display: 19 Crimes	369777	19 Crimes Shiraz Durif	750	
			461525	19 Crimes Cabernet Sauvignon	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile A	30340	Guinness Nitro Cold Brew Coffee Beer (LCBO Warehouse)	4 × 440	
			270439	Smithwick's Ale (LCBO Warehouse)	500	
			270447	Guinness Draught Beer (LCBO Warehouse)	500	
			296244	Guinness Draught (LCBO Warehouse)	4 × 440	LTO
			442731	Kilkenny Irish Ale (LCBO Warehouse)	4 × 500	
			554469	Guinness Draught (LCBO Warehouse)	8 × 440	VA, Contest
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile B	14486	White Claw Hard Seltzer Black Cherry	473	
			15363	Mike's Hard Blue Freeze	473	
			15373	White Claw Variety Pack #1	12 × 355	
			24359	Cottage Springs Vodka Soda Mixed 24 Pack	24 × 355	
			316323	Motts Original Caesar	458	
			553164	Nutrl Soda Lemon	473	
			553339	Smirnoff Berry Blast	473	
			570275	Twisted Tea Original	6 × 355	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Block Pile C	19749	Teremana Blanco Tequila	750	APP
			19750	Teremana Reposado Tequila	750	APP
			21437	Wayne Gretzky Red Cask Whisky	1140	LTO, APP
			24437	Sailor Jerry Spiced Rum	1750	APP
			25999	Jagermeister	1140	APP
			34637	Canadian Club Premium	1750	LTO, APP
			212282	Luksusowa Vodka	1140	APP
			240150	Polar Ice Vodka	1140	APP

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Block Pile D	67	Smirnoff Vodka	750	APP, VA
			10357	Crown Royal Peach	750	End Aisle, VA
<input type="checkbox"/>	<input type="checkbox"/>		17047	Captain Morgan Sliced Apple Spiced Rum	750	LTO
			216929	Smirnoff Vodka	1140	VA
			217950	Crown Royal	1140	End Aisle, VA
			500512	Captain Morgan Original Spiced Rum	750	VA
		Middle Nesting Table/ Celebration Fixture	828	Folonari Valpolicella Doc	750	LTO
			16840	Bolla Valpolicella Classico	750	LTO
			19698	Leonardo Chianti Riserva Docg	750	LTO
			27797	Ruffino Il Ducale Toscana Igp	750	LTO
			69377	> (V) Monte Antico Igt (Empson)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		105429	Frescobaldi Remole Toscana Igt	750	LTO
			107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	LTO
			372391	Leonardo Chianti Fiasco	750	LTO
			378091	Villa Annaberta Valpolicella Ripasso Superiore	750	LTO
			486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	LTO
		650713	>(V) Monte Zovo Salsolin Valp Rip Sup Doc	750	LTO	
		Beer Excitement Zone A	15041	Innis & Gunn Original (LCBO Warehouse)	6 × 500	LTO
<input type="checkbox"/>	<input type="checkbox"/>		516880	Mill Street Original Organic (1950)	6 × 473	LTO
			541243	Creemore Springs Premium Lager (1757)	6 × 473	LTO
		Beer Excitement Zone B	31572	Lake Of Bays Next Stop Tropical Fruit Pale Ale (8958)	473	
<input type="checkbox"/>	<input type="checkbox"/>		31721	Brock St Mango Tango Milkshake IPA (397)	473	
			31993	Refiend Fool My Neighbour's Pool Peach Mango Smoothie IPA (5732)	473	
		Beer Excitement Zone C	18	Heineken Lager (LCBO Warehouse)	6 × 330	VA
<input type="checkbox"/>	<input type="checkbox"/>		302810	Heineken (LCBO Warehouse)	6 × 500	LTO
		Beer Excitement Zone D	17819	Stella Artois (275/TBS)	6 × 473	LTO
<input type="checkbox"/>	<input type="checkbox"/>		17820	Stella Artois (275/TBS)	473	
			17823	Stella Artois (275/TBS)	6 × 330	Contest
		Ontario Craft Beer End Aisle	16769	Railway City - Playa Cerveza (8447)	473	
			28503	Sawdust White Tulip (1143)	473	
<input type="checkbox"/>	<input type="checkbox"/>		28741	Muskoka Winter Beard Nitro Latte Stout (LCBO Warehouse)	473	
			429712	Sultana Gold Ale (4277)	473	
			442319	Collective Arts Stranger Than Fiction Porter (LCBO Warehouse)	473	
			492017	Steam Whistle (5577/275/TBS)	6 × 473	

## Display Programs

Participating	Executed	Location	LCBO#	Description	Size (mL)	Support Programs
		Ontario Go-Local	164087	Sandbanks Sleeping Giant VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>		183061	Megalomaniac Homegrown Riesling VQA	750	LTO
			618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	LTO
			628404	Open Pinot Grigio VQA	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Ontario VQA Our Buyer's Pick	6395	20 Bees Cabernet Merlot VQA	750	APP
			63826	Wayne Gretzky Chardonnay VQA	750	APP
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Essentials on Offer	326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	LTO
			729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Vintages WOM: Mar 4	544056	Villa Teresa Organic Prosecco	750	
			12842	Angove Family Crest Shiraz	750	
<input type="checkbox"/>	<input type="checkbox"/>	Vintages Our Buyer's Picks	38117	Vineland Estates Elevation St. Urban Vineyard Riesling	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Spirited Picks Display	119743	Jack Daniel's Tennessee Whiskey	375	APP
			417261	Hendrick's Gin	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 1 (CE3)	24339	Twisted Sholz Island Thunder	4 x 30	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 2 (CE4)	514851	Okanagan Apple Cider (LCBO Warehouse)	473	LTO
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE5)	24369	Nude Pink Lemonade	355	APP
<input type="checkbox"/>	<input type="checkbox"/>	Beer Impulse 3 (CE6)	339895	Waterloo IPA (275/TBS)	473	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 1: Spirits	396671	360 Double Chocolate Vodka	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 2: Wines	29507	Folonari Pinot Grigio Delle Venezie Doc	375	APP
<input type="checkbox"/>	<input type="checkbox"/>	FEM 3: Spirits	230987	Jameson Irish Whiskey	375	LTO
			21532	Grant's Sherry Cask 8YO Finish	750	LTO
<input type="checkbox"/>	<input type="checkbox"/>	The Cold Room Spirits	31112	Grant's Triple Wood Blended Scotch Whisky	750	APP

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65	95		
R1	Vodka A	181636 Sobieski Vodka	750	LTO											Y	Y
R2	Vodka B	557827 Stoli Gold Vodka	750	LTO						Y	Y	Y	Y	Y	Y	Y
R3	Vodka C	446567 Iceberg Vodka (P.E.T)	750	Value Add						Y	Y	Y	Y	Y	Y	Y
R4	Vodka D	110056 Absolut Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R5	Vodka E	456095 Ketel One Vodka	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R6	Rum A	548420 Bacardi 10 Year Old Gran Reserva Gold Rum	750	APP												Y
R7	Rum B	446021 Bacardi Coconut Rum	750	LTO						Y	Y	Y	Y	Y	Y	Y
R8	Rum C	318618 Plantation Grande Reserve	750	LTO						Y	Y	Y	Y	Y	Y	Y
R9	Rum D	217257 Sailor Jerry Spiced Rum	1140	LTO						Y	Y	Y	Y	Y	Y	Y
R10	Rum E	369793 Mount Gay Eclipse Rum	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R11	Canadian Whisky A	481366 High River Canadian Whisky	750	LTO											Y	Y
R12	Canadian Whisky B	364349 Tomatin 12YO Highland Single Malt	750	LTO						Y	Y	Y	Y	Y	Y	Y
R13	Canadian Whisky C	28460 Gray Jay Deluxe Canadian Whisky	750	LTO						Y	Y	Y	Y	Y	Y	Y
R14	Canadian Whisky D	403519 Crown Royal Apple	750	APP		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R15	Canadian Whisky E	42 Canadian Club Premium	750	APP	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R16	Scotch A	38927 Jura 12 Year Old Single Malt	750	LTO						Y	Y	Y	Y	Y	Y	Y
R17	Scotch B	667071 Green Spot Irish Whiskey	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R18	Gin A	557470 Empress 1908 Gin	750	LTO						Y	Y	Y	Y	Y	Y	Y
R19	Liqueurs A	18869 Hornitos Black Barrel	750	LTO											Y	Y
R20	Liqueurs B	282277 Pimm's No. 1 Cup	750	LTO						Y	Y	Y	Y	Y	Y	Y
R21	Liqueurs C	2253 Disaronno Amaretto	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R22	Liqueurs D	425686 Casamigos Tequila Anejo	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R23	Brandy A	522359 Torres Brandy 10	750	LTO												Y
R24	Brandy B	24493 Courvoisier VSOP Cognac	750	LTO						Y	Y	Y	Y	Y	Y	Y
R25	Tequila A	450932 Jose Cuervo Tradicional Reposado	750	LTO											Y	Y
R26	Ontario Blend A	27658 Peller Family Vineyards Sparkling Pinot Grigio	750	LTO						Y	Y	Y	Y	Y	Y	Y
R27	Ontario Blend B	17472 Trius Baco Noir VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R28	Ontario Blend C	135970 Pelee Island Gewurztraminer	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R29	Ontario Non-VQA A	391300 Ch Des Charmes Sauvignon Blanc VQA	750	LTO											Y	Y
R30	Ontario Non-VQA B	518746 D'Ont Poke The Bear Cabernet Baco Noir VQA	750	LTO						Y	Y	Y	Y	Y	Y	Y
R31	Ontario Non-VQA C	667089 Peller Family Vineyards Pinot Grigio	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R32	Ontario Non-VQA D	486001 XOXO Pinot Grigio Sangria	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R33	Ontario VQA A	225920 Sandbanks Baco Noir Reserve VAQ	750	LTO											Y	Y
R34	Ontario VQA B	454967 Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	LTO											Y	Y
R35	Australia/New Zealand A	624544 Yellow Tail Shiraz	750	LTO											Y	Y
R36	Australia/New Zealand B	251876 Wolf Blass Yellow Label Cabernet Sauvignon	750	LTO											Y	Y
R37	Australia/New Zealand C	13016 Jacob's Creek Moscato Rosé	1500	LTO						Y	Y	Y	Y	Y	Y	Y
R38	Australia/New Zealand D	461525 19 Crimes Cabernet Sauvignon	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R39	USA A	56366 Sterling Vintner's Cabernet Sauvignon	750	LTO		Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R40	USA B	541946 Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y

## Shelf Extenders

Extender Location	LCBO#	Description	Size (mL)	Support Programs	#of Extenders											
					15	20	30	40	45	50	55	60	65			
R41 Chile A	407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	LTO									Y	Y	Y	Y
R42 Chile B	370924	Trapiche Pure Malbec	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R43 France Blend A	33340	Collavini Pinot Grigio	750	LTO												Y
R44 France Blend B	229542	Folonari Pinot Grigio Delle Venezie Doc	750	LTO, Wine Fridge	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R45 France South A	17447	Lacour Tourny Bordeaux Merlot Cabernet	750	LTO											Y	Y
R46 France South B	348680	Bersano Costalunga Barbera D'Asti Docg	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R47 France Bordeaux/ Burgundy A	17483	Citra Pinot Grigio Terre Di Chieti	750	LTO										Y	Y	Y
R48 Italy Central A	215483	Harveys Bristol Cream Sherry	750	LTO											Y	Y
R49 Italy Central B	32656	Marques De Riscal Rioja Reserva	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R50 Italy North A	33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	APP							Y	Y	Y	Y	Y	Y
R51 Italy North B	245340	Chapoutier Belleruche Cdr White Aoc	750	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R52 Southern Europe A	493254	Roscato Rosso Igt Provincia Di Pavia	750	APP, Wine Fridge												Y
R53 Southern Europe B	13494	San Marzano Primitivo Puglia Igp	750	LTO										Y	Y	Y
R54 Germany A	285585	Masi Bonacosta Valpolicella Classico Doc	750	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R55 Sparkling A	11571	XOXO Rosé	750	LTO										Y	Y	Y
R56 Sparkling B	210047	>Columbia Crest H3 Cabernet Sauvignon	750	LTO				Y	Y	Y	Y	Y	Y	Y	Y	Y
R57 Ontario Beer A	497339	Kona Big Wave Golden Ale (LCBO Warehouse)	6 × 355	LTO											Y	Y
R58 Ontario Beer B	271619	Harp Lager (LCBO Warehouse)	500	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R59 Beer 1	617290	Vimy Brewing Company Cream Ale (275/TBS)	473													Y
R60 Beer 2	558940	Miller Lite (275/TBS)	6 × 473	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R61 Beer 3	546408	Dragon Stout (LCBO Warehouse)	4 × 426	LTO					Y	Y	Y	Y	Y	Y	Y	Y
R62 Beer 4	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R63 Party Zone 1	19096	Matt & Steve's Caesar - Hot & Spicy	473	LTO			Y	Y	Y	Y	Y	Y	Y	Y	Y	Y
R64 Party Zone 2	24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	APP					Y	Y	Y	Y	Y	Y	Y	Y
R65 Party Zone 3	321760	Smirnoff Ice (P.E.T)	1000	LTO	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y	Y



## Community Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
C1: Rum	605162	Broker's Premium London Dry Gin	750	LTO	Philippe Dandurand Wines Ltd.
C2: Canadian Whisky	326025	Basil Hayden Straight Bourbon	750	APP	Beam Suntory
C3: Ontario Non VQA Blend	20808	Stel + Mar Cabernet Sauvignon Lodi	750	LTO	Von Terra Enterprises Ltd.
C4: French Blend	215814	Codorniu Brut Clasico Sparkling	750	LTO	Andrew Peller Import Agency
C5: Fixed Store Location	340380	Two Oceans Sauvignon Blanc	750	LTO, Wine Fridge	PMA Canada Ltd.
C6: Vodka	254631	Stoli Elit Vodka	750	LTO	Mark Anthony Wine & Spirits
C7: Scotch	21876	Sheep Dog Peanut Butter Whiskey	750	LTO	Charton Hobbs Inc
C8: Liqueurs	405845	Evan Williams Black Label Bourbon Whiskey	750	Value Add	Glazer's Of Canada
C9: Ontario Blends	526228	Jackson-Triggs Reserve Meritage VQA	750	LTO	Arterra Wines Canada Inc.
C10: France Red	647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	LTO	Philippe Dandurand Wines Ltd.

## Discovery Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
D1: Discovery Wines 1	61101	Peninsula Ridge Merlot VQA	750	LTO	M.andrew Fine Wines,Beers&Spirits
D2: Discovery Wines 2	649749	Castillo De Almansa Reserva	1500	LTO	Select Wine Merchants Inc.
D3: Discovery Wines 3	291674	Fetzer Chardonnay	750	LTO, Necktag	Escalade Wines & Spirits
D4: Discovery BSM 1	142364	Side Launch Northbound Lager (3827)	473	LTO	Equals Brewing
D5: Discovery BSM 2	25037	No Boats On Sunday Original Cider (LCBO Warehouse)	6 x 473	LTO	Andrew Peller Limited
D6: Discovery BSM 3	24365	Nutrl Vodka Soda Raspberry	473	LTO	RTD Canada Inc.
D7: Discovery Spirits 1	401307	Maestro Dobel Tequila	750	APP	Proximo Spirits Canada Inc.
D8: Discovery Spirits 2	11573	Vodkow	750	LTO	Fwm Canada
D9: Discovery Spirits 3	358192	Bruichladdich The Botanist Islay Dry Gin	750	LTO	Glazer's Of Canada

## Green Shelf Extenders

Location	LCBO#	Description	Size (mL)	Support Program	Agent
G1: Green Extender	22537	Relax Pinot Grigio	750	LTO	H.H.D. Imports

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
828	Folonari Valpolicella Doc	750	\$2.00	Middle Nesting Table
1487	Crown Royal	750	\$2.00	End Aisle, Mini Thematic
2253	Disaronno Amaretto	750	\$3.00	Shelf Extender
10157	Jameson Irish Whiskey	750	\$1.00	End Aisle, Front Nesting Table
10558	Roe & Co Blended Irish Whiskey	750	\$5.00	Feature Fixture A, Value Add
10937	Forty Creek Double Barrel Reserve Whisky	750	\$1.50	End Aisle
11452	>(V) Riesling Reserve (Alsace Willm)	750	\$1.50	Mini Thematic
11571	XOXO Rosé	750	\$1.00	Shelf Extender
11573	Vodkow	750	\$3.00	Discovery Extender
11688	Bathtub Gin, UK	750	\$4.00	
11945	Proper No. Twelve	750	\$1.50	Front Nesting Table
12618	Stoneleigh Lighter Sauvignon Blanc	750	\$2.00	Mini Thematic
12676	Bodacious Cabernet Sauvignon	4000	\$3.00	
13016	Jacob's Creek Moscato Rosé	1500	\$2.00	Shelf Extender
13057	Writers Tears Copper Pot Irish Whiskey	700	\$5.00	Front Entrance Table
13494	San Marzano Primitivo Puglia Igp	750	\$1.00	Shelf Extender
14355	Appleton Estate 12YO Rare	750	\$3.00	End Aisle, Necktag
14910	Bushmills Irish Whiskey	750	\$2.00	End Aisle, Front Nesting Table
14915	Dillon's Rye Whisky	750	\$3.00	
14988	Muskoka Detour	6 × 473	\$1.00	
15012	Northern Keep Vodka	750	\$2.50	
15041	Innis & Gunn Original	6 × 500	\$1.00	EZA
15116	Cowbell Brewing Co. Hazy Days IPA	473	\$0.20	Shelf Extender
15875	Moselland Bernkasteler Kurfurstlay Riesling	750	\$1.00	Mini Thematic
16178	Crystal Head Onyx	750	\$6.00	
16840	Bolla Valpolicella Classico	750	\$2.00	Middle Nesting Table
17047	Captain Morgan Sliced Apple Spiced Rum	750	\$1.00	Seasonal Block Pile D
17055	Jameson Cold Brew Irish Whiskey	750	\$2.00	Front Nesting Table, Value Add
17447	Lacour Tourny Bordeaux Merlot Cabernet	750	\$1.00	Shelf Extender
17472	Trius Baco Noir VQA	750	\$2.00	Shelf Extender
17483	Citra Pinot Grigio Terre Di Chieti	750	\$1.00	Shelf Extender
17817	Corona Extra	6 × 473	\$1.00	
17819	Stella Artois	6 × 473	\$1.00	EZD
18869	Hornitos Black Barrel	750	\$4.00	Shelf Extender
19096	Matt & Steve's Caesar - Hot & Spicy	473	\$0.25	Shelf Extender
19271	Beau's Lug Tread	4 × 600	\$1.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
19427	Villa One Silver	750	\$5.00	
19480	Zirkova One Ultra Premium Vodka	1140	\$2.00	
19698	Leonardo Chianti Riserva Docg	750	\$2.00	Middle Nesting Table
19969	Liberty Village Peach Cider	473	\$0.25	Mini Thematic
19998	Cowbell Rose Cider	473	\$0.20	Mini Thematic
20220	Miyagikyo Single Malt Whisky	700	\$5.00	
20264	Popcorn Chardonnay VQA	750	\$1.00	Mini Thematic, Wine Fridge
20362	Finlandia Vodka	750	\$3.00	End Aisle
20485	18 Dixie & Bass (Aquilini Brands)	750	\$2.00	
20710	Duca Di Saragnano Chianti Governo	750	\$1.00	APP
20808	Stel + Mar Cabernet Sauvignon Lodi	750	\$3.00	Comm. Extender
21437	Wayne Gretzky Red Cask Whisky	1140	\$4.00	Seasonal Block Pile C
21473	Wayne Gretzky Estates Original Cream	1140	\$4.00	
21532	Grant's Sherry Cask 8YO Finish	750	\$5.00	Cold Room Spirits
21876	Sheep Dog Peanut Butter Whiskey	750	\$3.00	Comm. Extender
22327	Jackson-Triggs Pinot Grigio	1500	\$2.00	
22537	Relax Pinot Grigio	750	\$2.00	Green Extender
22612	Bread & Butter Sauvignon Blanc	750	\$2.00	Mini Thematic, Wine Fridge
24339	Twisted Shotz Island Thunder	4 × 30	\$0.50	CE3
24345	Aperol Spritz Ready To Serve	3 × 200	\$1.00	
24365	Nutrl Vodka Soda Raspberry	473	\$0.20	Discovery Extender
24493	Courvoisier VSOP Cognac	750	\$7.00	Shelf Extender
24766	18 Kidia Carmenere Reserve	750	\$2.00	
24890	Cowbell Brewing Co. Original Cider	473	\$0.20	Mini Thematic
25037	No Boats On Sunday Original Cider	6 × 473	\$2.00	Discovery Extender
25067	19 Crimes Martha's Chard	750	\$2.00	
25100	Dixon's Wicked Citrus Gin	750	\$3.00	APP
25137	818 Tequila Reposado	750	\$5.00	
25227	Smirnoff Peach Lemonade	750	\$1.00	
25229	Pontificis Gsm	750	\$2.00	Mini Thematic
25651	Lola Limited Edition White VQA	750	\$2.00	Mini Thematic, Wine Fridge
25655	19 Pinot Noir Cuvee (Frind Winery)	750	\$2.00	
25753	Pete's Pure Cabernet Sauvignon	750	\$1.00	End Aisle
25843	California Roots Cabernet Sauvignon	750	\$2.00	End Aisle
26828	19 The Prisoner Red Blend (Constellation)	375	\$3.00	
27279	Santa Carolina Reserva Sauvignon Blanc BIB	3000	\$3.00	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
27561	Laneway No. 11 Gin	750	\$5.00	APP
27612	Weir Beer	4 × 473	\$1.50	
27658	Peller Family Vineyards Sparkling Pinot Grigio	750	\$1.00	Shelf Extender
27797	Ruffino Il Ducale Toscana Igp	750	\$2.00	Middle Nesting Table
27816	Chivas Regal 12YO	1750	\$5.00	
27817	Ballantine's Finest Blended Malt Scotch Whisky	1750	\$3.00	
28061	Keep Calm & Thrive Cabernet Sauvignon	750	\$1.00	APP
28062	Keep Calm & Laugh Pinot Grigio	750	\$1.00	APP, Wine Fridge
28460	Gray Jay Deluxe Canadian Whisky	750	\$4.00	Shelf Extender
32425	Tanqueray Dry Gin	375	\$1.00	
32656	Marques De Riscal Rioja Reserva	750	\$3.00	Shelf Extender
33340	Collavini Pinot Grigio	750	\$2.00	Shelf Extender
34579	Prince Igor Extreme Vodka (P.E.T)	1140	\$1.00	Feature Fixture B
34603	Patron Anejo Tequila	750	\$5.00	
34637	Canadian Club Premium	1750	\$1.00	Seasonal Block Pile C
38117	>V) Riesling Elevation St Urban (Vineland)	750	\$3.00	OWS
38927	Jura 12 Year Old Single Malt	750	\$8.00	Shelf Extender
41384	Jack Daniel's Tennessee Whiskey	750	\$3.00	
45898	Bacardi Superior White Rum (P.E.T)	1750	\$1.25	Feature Fixture B
56366	Sterling Vintner's Cabernet Sauvignon	750	\$2.00	Shelf Extender
56622	Beefeater Dry	1750	\$1.50	
61101	Peninsula Ridge Merlot VQA	750	\$2.00	Discovery Extender
61663	Casillero Del Diablo Rsv Cab/Sav	1500	\$3.00	
66654	Creekside Syrah/Shiraz VQA	750	\$1.50	
69377	> (V) Monte Antico Igt (Empson)	750	\$2.00	Middle Nesting Table
71746	Tullamore Dew Irish Whiskey	750	\$3.00	Front Nesting Table
73163	Casal Thaulero Pinot Grigio Igt	750	\$1.00	End Aisle
75689	Wayne Gretzky Cabernet Merlot VQA	750	\$2.00	
77990	Cavaliere D'Oro Gabbiano Pinot Grigio	750	\$2.00	End Aisle
91702	Red Knot Cabernet Sauvignon	750	\$2.00	Flex Space
105429	Frescobaldi Remole Toscana Igt	750	\$2.00	Middle Nesting Table
107276	Frescobaldi Chianti Nipozzano Riserva Docg	750	\$3.00	Middle Nesting Table
107359	Auchentoshan 12 Year Old Single Malt Scotch	750	\$5.00	
110056	Absolut Vodka	750	\$1.00	Shelf Extender
112896	Johnnie Walker Red Label	1750	\$2.50	End Aisle
122390	The Beachhouse Sauvignon Blanc	750	\$1.00	End Aisle

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
129940	Aviation Gin	750	\$2.00	End Aisle
131870	Bushmills Malt 10 Year Old	750	\$4.00	End Aisle, Front Nesting Table
135970	Pelee Island Gewurztraminer	750	\$1.00	Shelf Extender
137810	Campo Viejo Rioja Reserva	750	\$3.00	
140509	James Ready 5.5	6 × 473	\$0.90	
142364	Side Launch Northbound Lager	473	\$0.25	Discovery Extender
143891	Peroni Nastro Azzurro	500	\$0.20	
164087	Sandbanks Sleeping Giant VQA	750	\$2.00	goLOCAL
165662	(V)Valp CI Sup Ripasso Lena Mezzo (Monte Del Fra)	750	\$2.00	
167189	>Dandelion Lionheart Of The Barossa Shiraz	750	\$2.00	Flex Space
177485	Sandbanks Cabernet Franc VQA	750	\$2.00	
181636	Sobieski Vodka	750	\$2.00	Shelf Extender
183061	Megalomaniac Homegrown Riesling VQA	750	\$2.00	goLOCAL
201293	Sapporo	500	\$0.45	
204560	Highland Park 12 Yr Old Single Malt	750	\$5.00	
210047	>Columbia Crest H3 Cabernet Sauvignon	750	\$2.00	Shelf Extender
215483	Harveys Bristol Cream Sherry	750	\$2.00	Shelf Extender
215814	Codorniu Brut Clasico Sparkling	750	\$2.50	Comm. Extender
216655	Absolut Vodka	1750	\$1.50	
216820	Finlandia Vodka	1140	\$3.00	End Aisle
217257	Sailor Jerry Spiced Rum	1140	\$2.00	Shelf Extender
217281	Bombay Sapphire London Dry	1140	\$2.00	Flex Space
217687	Canadian Club Premium	1140	\$1.00	
217802	Johnnie Walker Black Label	1140	\$4.00	End Aisle
223610	Fielding Pinot Grigio VQA	750	\$1.00	
225243	Stoli Vodka	750	\$1.20	End Aisle
225920	Sandbanks Baco Noir Reserve VQA	750	\$2.00	Shelf Extender
226035	(V) Teyssier Mt. Saint Emilion (Dourthe Freres)	750	\$2.00	End Aisle
229542	Folonari Pinot Grigio Delle Venezie Doc	750	\$2.00	Shelf Extender, Wine Fridge
230987	Jameson Irish Whiskey	375	\$1.00	FEM3
231282	>Ken Forrester Old Vine Reserve Chenin Blanc	750	\$1.50	End Aisle, Wine Fridge
243725	Karlovacko Beer	500	\$0.25	
245340	Chapoutier Belleruche Cdr White Aoc	750	\$3.00	Shelf Extender
251876	Wolf Blass Yellow Label Cabernet Sauvignon	750	\$3.00	Shelf Extender
254631	Stoli Elit Vodka	750	\$10.00	Comm. Extender
255380	Pilsner Urquell	500	\$0.20	

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
260307	Hollandia Lager Beer	500	\$0.20	
261099	Inniskillin Pinot Noir VQA	750	\$2.00	
267302	Crystal Head Vodka	750	\$5.00	
269761	Raymond Classic Cabernet Sauvignon	750	\$2.00	End Aisle
270892	Jackson-Triggs Merlot Bag In Box	4000	\$3.00	
270959	Jackson-Triggs Pinot Grigio Bag In Box	4000	\$3.00	
271619	Harp Lager	500	\$0.25	Shelf Extender
275933	Jameson Irish Whiskey	1750	\$2.00	End Aisle, Value Add, Front Nesting Table
277004	Plymouth English Gin	750	\$3.00	
282277	Pimm's No. 1 Cup	750	\$1.00	Shelf Extender,
285544	>Penfolds Koonunga Hill Shiraz/Cabernet	750	\$2.00	Flex Space
285585	Masi Bonacosta Valpolicella Classico Doc	750	\$3.00	Shelf Extender,
291674	Fetzer Chardonnay	750	\$2.00	Discovery Extender, Necktag
292615	Jameson Black Barrel	750	\$5.00	Front Nesting Table, Value Add
296244	Guinness Draught	4 × 440	\$1.00	Seasonal Block Pile A
302810	Heineken	6 × 500	\$1.05	EZH
308122	>Ghost Pines Chardonnay Winemaker's Blend	750	\$2.00	
312850	Mill Street Cobblestone Stout	440	\$0.25	
318618	Plantation Grande Reserve	750	\$2.00	Shelf Extender
321760	Smirnoff Ice (P.E.T)	1000	\$1.00	Shelf Extender
326090	>Oyster Bay Pinot Grigio Hawke's Bay	750	\$2.00	VL1
331025	Jackson-Triggs Cabernet Sauvignon	1500	\$1.50	
334045	Kilbeggan	750	\$5.00	Front Nesting Table
334128	Ciroc Red Berry	750	\$3.00	End Aisle
338855	Bodacious Smooth Red	750	\$1.00	
340380	Two Oceans Sauvignon Blanc	750	\$2.00	Comm. Extender, Wine Fridge
341602	Cono Sur Bicicleta Pinot Noir	750	\$2.00	Flex Space
341610	Megalomaniac Pompous VQA	750	\$2.00	
343517	>(V)G.S.M. Old Vine Tessell Ct Rouss (Lafage)	750	\$2.00	End Aisle
348680	Bersano Costalunga Barbera D'Asti Docg	750	\$3.00	Shelf Extender
350629	Forty Creek Barrel Select Whisky	1140	\$1.15	End Aisle, Necktag
358192	Bruichladdich The Botanist Islay Dry Gin	750	\$2.00	Discovery Extender
364349	Tomatin 12YO Highland Single Malt	750	\$2.00	Shelf Extender, APP
366666	El Dorado 8 YO Cask Aged Demerara Rum	750	\$4.00	
370924	Trapiche Pure Malbec	750	\$2.00	Shelf Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
372391	Leonardo Chianti Fiasco	750	\$2.00	Middle Nesting Table
377036	(V) Shiraz Jaraman Clare Valley (Wakefield)	750	\$2.00	
378091	Villa Annaberta Valpolicella Ripasso Superiore	750	\$2.00	Middle Nesting Table
382861	Lot No. 40 Single Copper Pot Still Canadian Whsky	750	\$3.00	Front Entrance Table
383711	Jackson-Triggs Merlot	750	\$1.00	
391177	Sipsmith London Dry Gin	750	\$2.00	APP
391300	Ch Des Charmes Sauvignon Blanc VQA	750	\$1.00	Shelf Extender
392597	Chloe Chardonnay	750	\$3.00	
392647	Carnivor Cabernet Sauvignon	750	\$2.00	
404947	Burnt Ship Bay Cabernet Merlot VQA	750	\$2.00	
407494	Las Mulas Cabernet Sauvignon Reserva Organic	750	\$2.00	Shelf Extender
408658	>Santa Carolina Cab Sauv Reserva De Familia	750	\$2.00	
413104	Dillon's Dry Gin	750	\$2.00	
415240	Heineken	12 x 500	\$2.00	
425686	Casamigos Tequila Anejo	750	\$5.00	Shelf Extender
426908	Peller Family Vineyards Cab Sauv	1500	\$2.00	
428417	Gooderham & Worts Canadian Whisky	750	\$5.00	
429258	Jameson Caskmates Stout Irish Whiskey	750	\$3.00	Front Nesting Table
429761	Santa Julia Reserva Malbec	750	\$2.00	End Aisle
433714	Pelee Island Cabernet Franc VQA	750	\$1.00	
434092	Crown Royal Northern Harvest Rye	750	\$2.00	End Aisle
441543	Wakefield Promised Land Shiraz	750	\$3.00	Flex Space
442582	Alexander Keiths IPA	6 x 473	\$1.00	
446021	Bacardi Coconut Rum	750	\$1.00	Shelf Extender
446146	19 Shiraz Sidewood Adelaide Hills (Ashwood)	750	\$2.00	
450932	Jose Cuervo Tradicional Reposado	750	\$2.00	Shelf Extender
454686	Captain Morgan Bold Spiced Rum	750	\$1.00	
454876	>Ghost Pines Merlot Winemaker's Blend	750	\$2.00	
454967	Chateau Des Charmes Pinot Noir Estate Bottled VQA	750	\$1.00	Shelf Extender
456095	Ketel One Vodka	750	\$3.00	Shelf Extender
458273	Glb Octopus Wants To Fight IPA	473	\$0.30	
458521	Pelee Island Pinot Noir Reserve VQA	750	\$2.00	Mini Thematic
461525	19 Crimes Cabernet Sauvignon	750	\$2.00	Shelf Extender
464743	Angove Organic Cabernet Sauvignon	750	\$2.00	Flex Space
478909	Blue Moon	473	\$0.20	
479980	Macallan 12 YO Double Cask	750	\$5.00	Mini Thematic

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
481366	High River Canadian Whisky	750	\$3.00	Shelf Extender
482612	Pike Creek Double Barreled Canadian Whisky	750	\$3.00	Mini Thematic
486001	XOXO Pinot Grigio Sangria	750	\$1.00	Shelf Extender
486316	Bacardi Spiced Rum (P.E.T)	375	\$1.00	
486647	Lupi Reali Montepulciano D'Abruzzo Doc Organic	750	\$1.50	Middle Nesting Table
491829	Southern Comfort	1140	\$4.00	End Aisle
496968	Michelob Ultra	6 × 473	\$1.00	
497339	Kona Big Wave Golden Ale	6 × 355	\$1.00	Shelf Extender
497719	Family Tree Apple Cider Puddicome	473	\$0.25	
497891	Kavi Reserve Coffee Blended Canadian Whisky	750	\$2.00	
499103	Paulaner Salvator	500	\$0.20	
500504	Captain Morgan Original Spiced Rum (P.E.T)	375	\$1.00	
507467	Josh Cellars Legacy Red	750	\$3.00	
514851	Okanagan Apple Cider	473	\$0.30	CE4
516096	Glendalough Double Barrel Irish Whiskey	750	\$4.00	
516880	Mill Street Original Organic	6 × 473	\$1.00	EZA
518746	D'Ont Poke The Bear Cabernet Baco Noir VQA	750	\$1.00	Shelf Extender
521021	>Francis Coppola Diamond Collection Cab Sauv	750	\$2.00	
522359	Torres Brandy 10	750	\$2.00	Shelf Extender
522672	> (V)Vidal Icewine VQA Nia (Lakeview Cellars)	200	\$3.00	
523027	Open Dark Red VQA	750	\$1.00	
524322	Trapiche Reserve Malbec	1500	\$2.00	
524371	Cono Sur Bicicleta Cabernet Sauvignon	750	\$2.00	Flex Space
526228	Jackson-Triggs Reserve Meritage VQA	750	\$1.00	Comm. Extender
534693	Kittling Ridge White Zinfandel/Vidal	750	\$1.00	Wine Fridge
534925	Grolsch Pilsner	6 × 500	\$2.00	
536227	Guinness Hop House 13	500	\$0.25	
536805	Spirit Of York Gin	750	\$5.00	
536946	J.P. Wiser's 15 YO Canadian Whisky	750	\$4.00	Mini Thematic
541219	Kw Craft Cider Can	473	\$0.25	Mini Thematic
541243	Creemore Springs Premium Lager	6 × 473	\$1.00	EZA, LTO
541946	Stave & Steel Bourbon Barrel Aged Cabernet Sauv	750	\$3.00	Shelf Extender
544155	Iceberg Vodka (P.E.T)	1750	\$1.00	Feature Fixture B
545194	Top Shelf Vodka	750	\$2.00	
546408	Dragon Stout	4 × 426	\$1.00	Shelf Extender
557470	Empress 1908 Gin	750	\$3.00	Shelf Extender



## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
557827	Stoli Gold Vodka	750	\$3.00	Shelf Extender
558098	Twisted Shottz Sex On The Beach	4 × 30	\$0.50	
558940	Miller Lite	6 × 473	\$1.55	Shelf Extender
565713	Reif Estate Cabernet/Merlot VQA	750	\$2.00	
570275	Twisted Tea Original	6 × 355	\$1.50	Seasonal Block Pile B
572008	Innis & Gun Rum Cask	6 × 330	\$2.00	
573428	D'Ont Poke The Bear Cider	473	\$0.20	
573550	Nickel Brook Wicked Awesome New England IPA	473	\$0.25	
573576	Amsterdam Space Invader	473	\$0.30	
575662	Revel Cab Noir Dark Red VQA	750	\$2.00	
581256	Absolut Rainbow Limited Edition Bottle	750	\$1.00	
587964	Trius Cabernet Franc VQA	750	\$2.00	
589028	Peller Family Vineyards Rosé Bag In Box	4000	\$1.00	
589051	Peller Family Vineyards Dry White	4000	\$1.00	
594168	Pelee Island Merlot	1500	\$2.00	End Aisle
595280	>Porcupine Ridge Syrah	750	\$3.00	
597559	Tito's Handmade Vodka	750	\$2.00	End Aisle
602920	Flor De Cana 5 Year Rum Anejo Clasico	750	\$1.00	
605162	Broker's Premium London Dry Gin	750	\$1.00	Comm. Extender
605956	Baileys Irish Cream Liquor	1140	\$2.00	End Aisle
607903	Peller Family Vineyards Cabernet Merlot	1500	\$2.00	
608653	>Sonoma-Cutrer Chardonnay Rus River Ranches	750	\$5.00	
612259	Sleeman Original Draught	6 × 341	\$1.50	
618223	Pelee Island Lola Cab Franc Cabernet Sauv VQA	750	\$2.00	goLOCAL
620054	Babich Sauvignon Blanc	750	\$2.00	End Aisle, Wine Fridge
620104	Angels Gate Sussreserve Riesling VQA	750	\$1.50	End Aisle
621219	Pelee Island Pinot Grigio	750	\$1.00	End Aisle
623322	Peller Family Vineyards Sauvignon Bl	4000	\$3.00	
624544	Yellow Tail Shiraz	750	\$2.00	Shelf Extender
628404	Open Pinot Grigio VQA	750	\$1.00	goLOCAL
628990	Tito's Handmade Vodka	1140	\$2.00	End Aisle
635227	Liberty Village Dry Cider	473	\$0.25	Mini Thematic
635391	Jameson Caskmates IPA Irish Whiskey	750	\$3.00	Front Nesting Table
635466	Romeo's Gin	750	\$5.00	
635508	Drumshanbo Gunpowder Irish Gin	750	\$5.00	
636845	Redbreast 12 Year Old Irish Whiskey	750	\$5.00	Mini Thematic
639047	Wolfhead Grapefruit Vodka	750	\$3.00	
647636	Vina Tarapaca Reserva Cabernet Sauvignon	750	\$2.00	Comm. Extender

## Limited Time Offers

LCBO#	Description	Size (mL)	LTO	Display Program
647644	Bread & Butter Cabernet Sauvignon	750	\$2.00	
649723	Adesso Merlot D'Italia	1500	\$2.00	End Aisle
649749	Castillo De Almansa Reserva	1500	\$2.00	Discovery Extender
650713	>(V) Monte Zovo Sa'solin Valp Rip Sup Doc	750	\$2.00	Middle Nesting Table
660241	>Bonanza California Cabernet Sauvignon	750	\$3.00	
667071	Green Spot Irish Whiskey	750	\$2.00	Shelf Extender
667089	Peller Family Vineyards Pinot Grigio	750	\$1.00	Shelf Extender
667790	Amsterdam Boneshaker IPA	6 × 473	\$1.50	
669200	Ciao Pinot Grigio Organic Carton	1000	\$1.50	End Aisle
697318	Brickworks Ciderhouse Batch 1904	6 × 473	\$1.00	
708305	>Francis Coppola Diamond Collection Chardonna	750	\$2.00	Wine Fridge
729392	>Marai De Marai Extra Dry Blue Bottle (Foss)	750	\$2.00	VL1
904334	Budweiser	6 × 355	\$1.00	
906560	Coors Light	6 × 341	\$1.00	
925453	>Kilikanoon Shiraz Killermans Run	750	\$2.00	Flex Space
949651	19 Syrah Columbia Valley (Ch Ste. Michelle)	750	\$2.00	
954834	>Rodney Strong Pinot Noir Russian River	750	\$3.00	
964221	>(V) Le Volte Dell'Ornellaia Igt Toscana	750	\$2.00	

Trade Copy

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
42	Canadian Club Premium	750	100	Shelf Extender
67	Smirnoff Vodka	750	50	Seasonal Block Pile D, Value Add
463	Canadian Club Premium	375	100	
935	Captain Morgan White Rum	750	60	
1040	Gordons Gin	750	60	
1222	Wiser's Special Blend	750	50	Feature Fixture B
2089	Lamb's Palm Breeze	750	50	
2360	J & B Rare	750	60	Feature Fixture B
6395	20 Bees Cabernet Merlot VQA	750	40	OWS
7617	Chivas Regal 12 Year Old	750	110	
8599	Bell's Original Scotch Whisky	750	50	
10212	Kahlua Coffee Liquor	375	30	
10912	Gran Centenario Anejo	750	150	Feature Fixture B
12197	Five Farms Single Batch Irish Cream Liqueur	750	150	Front Nesting Table
13397	Valley Of Mother Of God Gin Cndn Wild Juniper	750	120	
13602	Tavarnello, Sangiovese Cabernet	750	40	
14400	Coors Original	6 × 473	80	
14534	Twisted Tea Peach	473	10	
15152	Rodenbach Classic	500	26	
15282	18.8 Vodka	750	75	
15436	Schneider Aventinus	500	5	
16180	Carlo Pellegrino, Marsala Superiore	750	40	
16549	Rumchata Limon	750	60	
16551	Olmecca Altos Tequila Reposado	750	100	
16608	Aviation Gin	375	50	End Aisle, APP
16833	Goldschlager	750	120	
17465	Mount Gay Black Barrel Double Cask Blend	750	200	
18224	Vodkow Cream	750	140	Feature Fixture B
18877	Cabot Trail Maple Cream	1140	75	
19441	Dejado Tequila Blanco 100% Agave	750	150	Feature Fixture B
19515	Absolut Watermelon	750	50	
19540	Howitzer Canadian Whisky	750	100	
19749	Teremana Blanco Tequila	750	100	Seasonal Block Pile C
19750	Teremana Reposado Tequila	750	125	Seasonal Block Pile C
20710	Duca Di Saragnano Chianti Governo	750	25	LTO
21159	New Amsterdam Pink Whitney Vodka	375	25	
21437	Wayne Gretzky Red Cask Whisky	1140	40	LTO, APP

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
22017	Smirnoff Vodka (P.E.T)	750	50	
22195	Fresco Di Masi Bianco	750	100	Flex Space
22196	Fresco Di Masi Rosso	750	100	Flex Space
22877	Cala Rey Tempranillo-Syrah	750	50	
22951	Evan Williams 1783	750	100	
24321	Dillon's Blackberry, Lemon & A Dash Of Elderflower	473	5	Shelf Extender
24325	Canadian Club & Ginger Ale	473	10	
24369	Nude Pink Lemonade	355	10	CE5, APP
24437	Sailor Jerry Spiced Rum	1750	300	Seasonal Block Pile C
24809	Truly Strawberry Lemonade	473	10	
24957	Dr. McGillicuddy's Coffee	750	100	
25100	Dixon's Wicked Citrus Gin	750	100	LTO
25462	Mindful Rosé VQA	750	40	
25999	Jagermeister	1140	200	
26577	Duval-Leroy Brut Nv Reserve	750	150	
27001	Masi Modello Prosecco Doc Brut	750	100	Flex Space, Wine Fridge
27128	Flat Roof Manor Pinot Grigio	750	95	
27386	Franzia Cabernet Sauvignon Bib	3000	150	
27561	Laneway No. 11 Gin	750	110	LTO
27604	Dixon's Silver Creek Vodka	750	100	
27647	Cloud House Cold Brew Infused Colombian Rum	750	75	Feature Fixture B
27919	XOXO Sauvignon Blanc Light	750	50	
28061	Keep Calm & Thrive Cabernet Sauvignon	750	40	LTO
28062	Keep Calm & Laugh Pinot Grigio	750	40	LTO, Wine Fridge
28793	Deschutes Fresh Hazy IPA	473	5	
28803	Misterio Malbec	750	50	
29507	Folonari Pinot Grigio Delle Venezie Doc	375	50	FEM2
30282	18.8 Gin	750	75	
31062	Ruffino Orvieto Classico Doc	750	25	
31112	Grant's Triple Wood Blended Scotch Whisky	750	150	Cold Room Spirits
33605	Chateau Puyfromage Cotes De Bordeaux Aoc	750	80	Shelf Extender
34637	Canadian Club Premium	1750	200	Seasonal Block Pile C, LTO
35840	Zubrowka Bison Vodka	750	170	
38505	Smirnoff Vodka (P.E.T)	1750	120	
49726	Yukon Jack	750	120	
53082	Alberta Pure Vodka (P.E.T)	1750	200	Feature Fixture B

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
57133	Santa Carolina Carmenere Reserva	750	50	
59311	>Seven Deadly Zins Old Vine Zinfandel	750	120	
61374	Bushmills Black Bush	750	100	End Aisle, Front Nesting Table
63826	Wayne Gretzky Chardonnay VQA	750	45	OWS
64287	Cono Sur Bicicleta Viognier	750	100	Flex Space, Wine Fridge
90860	Kittling Ridge Kingsgate Reserve Apera	750	20	
112672	Wiser's Special Blend (P.E.T)	1750	120	
114967	Finlandia Vodka	1750	250	End Aisle
119743	Jack Daniel's Tennessee Whiskey	375	50	CE1
131490	Muskoka Cream Ale	473	10	
133439	Captain Morgan White Rum (P.E.T)	1750	120	
165308	Colio Extra Dry White	1500	125	
166090	Jack Daniel's And Cola Tall Can	473	20	
173559	Tequila Don Julio Reposado	750	180	Feature Fixture A
187088	PJ's Original Cream (Panama)	750	40	
191239	Grahams Late Bottled Vintage Port	750	75	
191866	Pknt Cabernet Sauvignon Reserve	750	95	
192922	Seagram's 83	1140	300	
212282	Luksusowa Vodka	1140	200	Seasonal Block Pile C
217166	Gordons Gin	1140	75	
225250	Stoli Vodka	1140	100	End Aisle
230821	Cupcake Chardonnay	750	80	
231571	Seagrams 83 (P.E.T)	1750	400	
237644	Frisky Zebras Seductive Shiraz	750	85	
238964	Sogrape Grao Vasco Dao	1500	100	
240135	Lamb's Navy Rum (P.E.T)	1140	75	
240143	Lamb's Classic White Rum (P.E.T)	1140	75	
240150	Polar Ice Vodka	1140	90	Seasonal Block Pile C
244186	Collingwood Whisky	750	160	
258954	Spicebox	750	100	
270017	Jacob's Creek Reserve Chardonnay	750	80	Flex Space
279539	Seagram Cider	473	10	
284943	>Francis Coppola Sofia Rosé	750	50	Mini Thematic
296889	Birra Moretti	500	26	
301507	Wente Southern Hills Cabernet Sauvignon	750	150	
305607	Seagrams 83	750	200	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
311910	Canadian Club Classic 12 Year Old	375	100	
318014	Cono Sur Bicicleta Pinot Noir Rosé	750	100	Flex Space, Wine Fridge
326025	Basil Hayden Straight Bourbon	750	200	Comm. Extender
330803	Bowmore 12 Year Old Islay Single Malt	750	250	Feature Fixture B
339895	Waterloo IPA	473	10	CE6
360222	>Ste Michelle Seven Falls Cabernet Sauvignon	750	100	
363770	Ketel One Vodka	1140	90	Feature Fixture A, Value Add
369009	Pinnacle Vodka	750	100	
369793	Mount Gay Eclipse Rum	750	125	Shelf Extender
369819	Mount Gay Eclipse Rum	1750	200	Feature Fixture B
382713	Nederburg Sauvignon Blanc	750	100	
383885	The Show Cabernet Sauvignon	750	100	
391177	Sipsmith London Dry Gin	750	250	LTO
396671	360 Double Chocolate Vodka	375	40	FEM1
397539	Boodles Gin	750	120	
398776	Fireball Whisky Shooter	375	80	
401307	Maestro Dobel Tequila	750	150	Discovery Extender
403519	Crown Royal Apple	750	80	Shelf Extender
413294	Grey Goose Le Citron	750	75	
417261	Hendrick's Gin	375	60	CE1
419770	>Wines Of Substance Cabernet Sauvignon	750	150	
427328	Long Weekend Cabernet VQA	750	40	
441576	McGuigan Black Label Pinot Grigio	750	85	
447953	Fireball Whisky Shooter	750	120	
452615	Herradura Reposado Tequila	750	500	FFB
464149	Robert Mondavi Priv.Sel. Bourbon Barrels Cab Sauv	750	100	
465484	Toki	750	300	
470062	Yalumba Y Series Viognier	750	60	Flex Space
478222	Laphroaig Select	750	250	
491803	Southern Comfort (P.E.T)	375	80	End Aisle
492207	Rodenbach Grand Cru	330	24	
493254	Roscato Rosso Igt Provincia Di Pavia	750	30	Shelf Extender, Wine Fridge
510008	Luxardo Sambuca Dei Cesari	1140	100	
515205	St Germain Elderflower Liqueur	200	40	
517904	Wiser's Special Blend Canadian Whisky	750	50	

## Aeroplan Offers

LCBO#	Description	Size (mL)	APP	Display Program
531400	Estrella Damm	500	25	
535344	Santa Carolina Cabernet Sauvignon	750	50	
535641	Vicente Faria Animus Douro, Do	750	100	
541607	The Sexton Single Malt Irish Whiskey	750	200	
545210	Plantation 3 Star White Rum	750	100	
547729	Elijah Craig Kentucky Bourbon 12 Years Old	750	150	
548420	Bacardi 10 Year Old Gran Reserva Gold Rum	750	90	Shelf Extender
550749	Absolut Mandrin	750	50	
561381	Pelee Island Pinot Grigio Bag In Box	3000	250	End Aisle
564674	Masi Modello Pinot Grigio Delle Venezie Doc	750	100	Flex Space
600163	Tanqueray No. Ten Gin	750	90	Feature Fixture A, Value Add
602615	Angus The Bull Cabernet Sauvignon	750	100	
605964	O'Darby's Irish Cream Liquor	1140	75	
612788	Fantini Casale Vecchio Lot 23 Mont D'Abruzzo	750	50	
620583	Dragani Pinot Grigio Trebbiano	2000	40	
633305	Woodbridge By Robert Mondavi Chardonnay	1500	50	
633677	McGuinness Creme De Menthe Green	750	50	
636092	Gordon's Pink Gin	750	60	
638221	Josh Cellars Merlot	750	100	
688671	Thornbury Craft Wild Blueberry Elderflower Cider	473	30	Mini Thematic

## Value Added Program - Plant Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program	VA Mother Carton#
18	Heineken Lager	6 × 330	Heineken Glassware	EZH, Value Add	18
28049	Zirkova Unity Vodka	750	Zirkova One 50 mL or Together	Mini Thematic, Value Add	28049
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL		103341

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
18	Heineken Lager	6 × 330	Heineken Glassware	EZH
67	Smirnoff Vodka	750	Smirnoff Raptors Socks	Seasonal Block Pile D, APP
1099	Johnnie Walker Red Label	750	Soda Water	End Aisle
3871	Alberta Premium Whisky (P.E.T)	375	Canadian Club 1858 50 mL	
5959	Baileys Irish Cream	750	Baileys Spatula	End Aisle
7880	Johnnie Walker Black 12 Yr	750	Soda Water	End Aisle, Feature Fixture A
10357	Crown Royal Peach	750	Schweppes Ginger Ale 6Pk	End Aisle, Seasonal Block Pile D
10558	Roe & Co Blended Irish Whiskey	750	Recipe Booklet	Feature Fixture A, LTO
11423	Dillon's The Professors Negroni	4 × 125	Bottle Opener	
13248	Woodbridge By Robert Mondavi Rosé	750	Miss Vickie's Chips 220g or Miss Vickie's Coupon Offer	Flex Space
14130	Apothic Cabernet Sauvignon	750	Drip Collar	
15009	New Amsterdam Pink Whitney Vodka	750	Pink Whitney Shot Glass	
16546	On The Rocks Hornitos Margarita	375	Ice Cube Ball	
17055	Jameson Cold Brew Irish Whiskey	750	Uber Gift Card	Front Nesting Table, LTO
19419	Baileys Deliciously Light	750	Baileys Frother	End Aisle
21996	Aviation Gin	1750	Pour Spouts	End Aisle
26679	On The Rocks Knob Creek Old Fashioned	375	Ice Cube Ball	
28049	Zirkova Unity Vodka	750	Zirkova One 50 mL or Together	Mini Thematic
30834	Canadian Club Classic 12 Year Old	1140	Canadian Club 100% Rye 50 mL	
52050	The Famous Grouse	750	Jim Beam 50 mL	
54866	Bulleit Bourbon Frontier Whiskey	750	Recipe Booklet	Feature Fixture A
61564	Royal Reserve (P.E.T)	1750	Royal Reserve 200 mL	



## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
99408	Woodbridge By Robert Mondavi Chardonnay	750	Miss Vickie's Chips 220g or Miss Vickie's Coupon Offer	Flex Space
103341	Canadian Club Premium (P.E.T)	750	Canadian Club 100% Rye 50 mL	
114694	Crown Royal	1750	Schweppes Ginger Ale 6Pk	End Aisle
173559	Tequila Don Julio Reposado	750	Recipe Passport	Feature Fixture A, APP
207613	Jameson Irish Whiskey	1140	Uber Gift Card	End Aisle, Front Nesting Table
216689	J.P. Wiser's Deluxe	1140	JP Wiser's 10YO 50 mL	
216929	Smirnoff Vodka	1140	Smirnoff Raptors Socks	Seasonal Block Pile D
217190	Grand Macnish	1140	Islay Mist 50 mL	
217950	Crown Royal	1140	MLSE Socks	End Aisle
245944	Alberta Premium (P.E.T)	200	Canadian Club 1858 50 mL	
275933	Jameson Irish Whiskey	1750	Uber Gift Card	End Aisle, LTO, Front Nesting Table
292615	Jameson Black Barrel	750	Uber Gift Card	Front Nesting Table, LTO
311928	Canadian Club Classic 12 Year Old	750	Canadian Club 100% Rye 50 mL	
334110	Ciroc Peach	750	Jigger	End Aisle
363770	Ketel One Vodka	1140	Recipe Passport	Feature Fixture A, APP
369777	19 Crimes Shiraz Durif	750	St. Patricks Day Toque	
374520	Angry Orchard Hard Crisp Apple	6 × 355	Alcohol 50 mL	
380865	Rumchata	750	RumChata 50 mL	
390583	Canadian Club 100% Rye	750	Canadian Club 1858 50 mL + Soda	
405845	Evan Williams Black Label Bourbon Whiskey	750	Elijah Craig 50 mL	Comm. Extender
409490	Singleton Of Dufftown 12 Year Old	750	Recipe Booklet	Feature Fixture A
415182	Lionello Stock Vermouth Extra Dry	1000	Gin Martini 50 mL	
417295	Ciroc Original Unflavoured	750	Recipe Passport	Feature Fixture A
446567	Iceberg Vodka (P.E.T)	750	Iceberg 50 mL	Shelf Extender
456350	Fireball Cinnamon Whisky	1750	Southern Comfort 200 mL	
491811	Southern Comfort	750	Fireball 50 mL	End Aisle
494492	Woodbridge By Robert Mondavi Merlot	750	Miss Vickie's Chips 220g or Miss Vickie's Coupon Offer	Flex Space
500512	Captain Morgan Original Spiced Rum	750	Captain TFC Socks	Seasonal Block Pile D
506691	Wolf Blass Yellow Label Shiraz	750	Glassware	
523431	Woodbridge By Robert Mondavi Pinot Grigio	750	Miss Vickie's Chips 220g or Miss Vickie's Coupon Offer	Wine Fridge
545160	Tito's Handmade Vodka	1750	Gldn Hour 2 × 355 mL	End Aisle
554469	Guinness Draught	8 × 440	Glassware	Seasonal Block Pile A, Contest
600163	Tanqueray No. Ten Gin	750	Recipe Passport	Feature Fixture A, APP

## Value Added Program - Sales Applied

LCBO#	Description	Size (mL)	VA Approved	Display Program
603456	>Becherovka Original Liqueur (Jan Becher - Kar	750	Shot Glass	
617662	Diabolica Red VQA	750	Playing Cards	
623678	Carolans Irish Cream	1140	Branded Coffee Mugs	
644237	Teeling Small Batch Irish Whiskey	750	Teeling Gold Tin	
666875	Dab Original	6 × 500	Bonus Collectors Glass	
666883	Henninger Lager	6 × 500	Bonus Beer Can	

Trade Copy

## Necktags

LCBO#	Description	Size (mL)	NT Approved	Display Program
11130	Dewar's White Label Whisky	750	Master Distiller of The Year - Stephanie Macleod	Mini Thematic
14354	Appleton Estate 8YO Reserve	750	Charity Donation	End Aisle
14355	Appleton Estate 12YO Rare	750	Charity Donation	End Aisle, LTO
25461	Mindful Pinot Grigio VQA	750	New Product	
25653	Our Story Pinot Grigio VQA	750	Neck Tag- Our Story Love	
58339	>Kaiken Malbec	750	Brand Story	
177808	Appleton Estate V/X Signature Blend	750	Charity Donation	End Aisle
263780	Licor 43	750	L43 Cocktail Creations + QR Code	
291674	Fetzer Chardonnay	750	Tastes Good, Does Good Contest	Discovery Extender, LTO, Necktag Contest
316844	Bombay Sapphire London Dry	750	World's First fully Sustainable Gin - Master Distiller Feature Dr. Anne Brock	Mini Thematic
350207	Forty Creek Copper Bold Whisky	1140	Award	End Aisle
350629	Forty Creek Barrel Select Whisky	1140	Award	End Aisle, LTO
438598	Dewar's 12 Year Old	750	Master Distiller of The Year - Stephanie Macleod [S]	
573402	Bearface 7YO Triple Oak Canadian Whisky	750	ETW Bag Pack Bar Set	
601484	Amaro Montenegro Liqueur	750	ETW Montenegro Bar Set	
738823	>Liberty School Cabernet Sauvignon	750	ETW Wooden Cornhole Game	

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
<b>Beer Excitement Zone - 21A (Plinth EZA)</b>	15041	Innis & Gunn Original (LCBO Warehouse)	6 × 500	PMA Canada Ltd.	Store Order
	516880	Mill Street Original Organic (1950)	6 × 473	Trillium Beverage Inc/Mill Street	Store Order
	541243	Creemore Springs Premium Lager (1757)	6 × 473	Molson Coors Canada	Store Order
<b>Beer Excitement Zone - 21B (New/ Seasonal)</b>	31572	Lake Of Bays Next Stop Tropical Fruit Pale Ale (8958)	473	Lake Of Bays Brewery	Store Order
	31721	Brock St Mango Tango Milkshake IPA (397)	473	Brock Street Brewing Company	Store Order
	31993	Refiend Fool My Neighbour's Pool Peach Mango Smoothie IPA (5732)	473	Refined Fool	Store Order
<b>Beer Excitement Zone - 21C (Plinth EZH)</b>	18	Heineken Lager (LCBO Warehouse)	6 × 330	Molson Coors Canada	Store Order
	302810	Heineken (LCBO Warehouse)	6 × 500	Molson Coors Canada	Store Order
<b>Beer Excitement Zone - 21D (End EZD)</b>	17819	Stella Artois (275/TBS)	6 × 473	Labatt Breweries Ontario	Store Order
	17820	Stella Artois (275/TBS)	473	Labatt Breweries Ontario	Store Order
	17823	Stella Artois (275/TBS)	6 × 330	Labatt Breweries Ontario	Store Order
<b>Ontario Craft Beer End Aisle</b>	16769	Railway City - Playa Cerveza (8447)	473	Railway City Brewing Company	Store Order
	31576	White Tulip (1143)	473	Sawdust City Brewing	Store Order
	28741	Muskoka Winter Beard Nitro Latte Stout (LCBO Warehouse)	473	Lakes Of Muskoka Cottage Brewery	Store Order
	429712	Sultana Gold Ale (4277)	473	Lake Of The Woods	Store Order
	442319	Collective Arts Stranger Than Fiction Porter (LCBO Warehouse)	473	Collective Arts Brewing Limited	Store Order
	492017	Steam Whistle (5577/275/TBS)	6 × 473	Steam Whistle Brewing	Store Order
	19969	Liberty Village Peach Cider (LCBO Warehouse)	473	Ace Beverage Group	Store Order
<b>Mini Thematic C</b>	19998	Cowbell Rose Cider (458)	473	Blyth Brewing/Cowbell	Store Order
	24890	Cowbell Brewing Co. Original Cider (458)	473	Blyth Brewing/Cowbell	Store Order
	541219	KW Craft Cider Can (LCBO Warehouse)	473	Churchill Cellars Ltd.	Store Order
	635227	Liberty Village Dry Cider (LCBO Warehouse)	473	Ace Beverage Group	Store Order
	688671	Thornbury Craft Wild Blueberry Elderflower Cider (LCBO Warehouse)	473	Colio Estate Wines	Store Order
<b>Block Pile A</b>	30340	Guinness Nitro Cold Brew Coffee Beer (LCBO Warehouse)	4 × 440	Diageo Canada Inc.	Forced
	270439	Smithwick's Ale (LCBO Warehouse)	500	Diageo Canada Inc.	Forced
	270447	Guinness Draught Beer (LCBO Warehouse)	500	Diageo Canada Inc.	Forced
	296244	Guinness Draught (LCBO Warehouse)	4 × 440	Diageo Canada Inc.	Forced
	442731	Kilkenny Irish Ale (LCBO Warehouse)	4 × 500	Diageo Canada Inc.	Forced
	554469	Guinness Draught (LCBO Warehouse)	8 × 440	Diageo Canada Inc.	Forced

## Beer Direct Delivery Products

Program	LCBO#	Description	Size (mL)	Agent	Force Allocated/ Store Order
<b>R57: Ontario Beer A</b>	497339	Kona Big Wave Golden Ale (LCBO Warehouse)	6 × 355	Craft Brand Company Inc.	Forced
<b>R58: Ontario Beer B</b>	271619	Harp Lager (LCBO Warehouse)	500	Diageo Canada Inc.	Forced
<b>R59: Beer 1</b>	617290	Vimy Brewing Company Cream Ale (275/TBS)	473	Vimy Brewing Co Ltd.	Forced
<b>R60: Beer 2</b>	558940	Miller Lite (275/TBS)	6 × 473	Molson Coors Canada	Forced
<b>R61: Beer 3</b>	546408	Dragon Stout (LCBO Warehouse)	4 × 426	Heineken Canada Inc.	Forced
<b>R62: Beer 4</b>	15116	Cowbell Brewing Co. Hazy Days IPA (458)	473	Blyth Brewing/Cowbell	Forced
<b>D4: Discovery BSM 1</b>	142364	Side Launch Northbound Lager (3827)	473	Equals Brewing	Forced
<b>D5: Discovery BSM 2</b>	25037	No Boats On Sunday Original Cider (LCBO Warehouse)	6 × 473	Andrew Peller Limited	Forced
<b>CE4</b>	514851	Okanagan Apple Cider (LCBO Warehouse)	473	Rtd Canada Inc.	Forced
<b>CE6</b>	339895	Waterloo IPA (275/TBS)	473	The Brick Brewing Co.	Forced

Trade Copy

# PERIOD 13

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
FEBRUARY 26 <b>Start of Period 13</b>  Install Brand Spotlight Nesting Tables	27	28	MARCH 1	2	3	4
5	6	7	International Women's Day 	9	10	11
12	13	14	15	16		18
19	20	21	Spring Food & Drink Release 	23	24	End of Period 13 